

shipping

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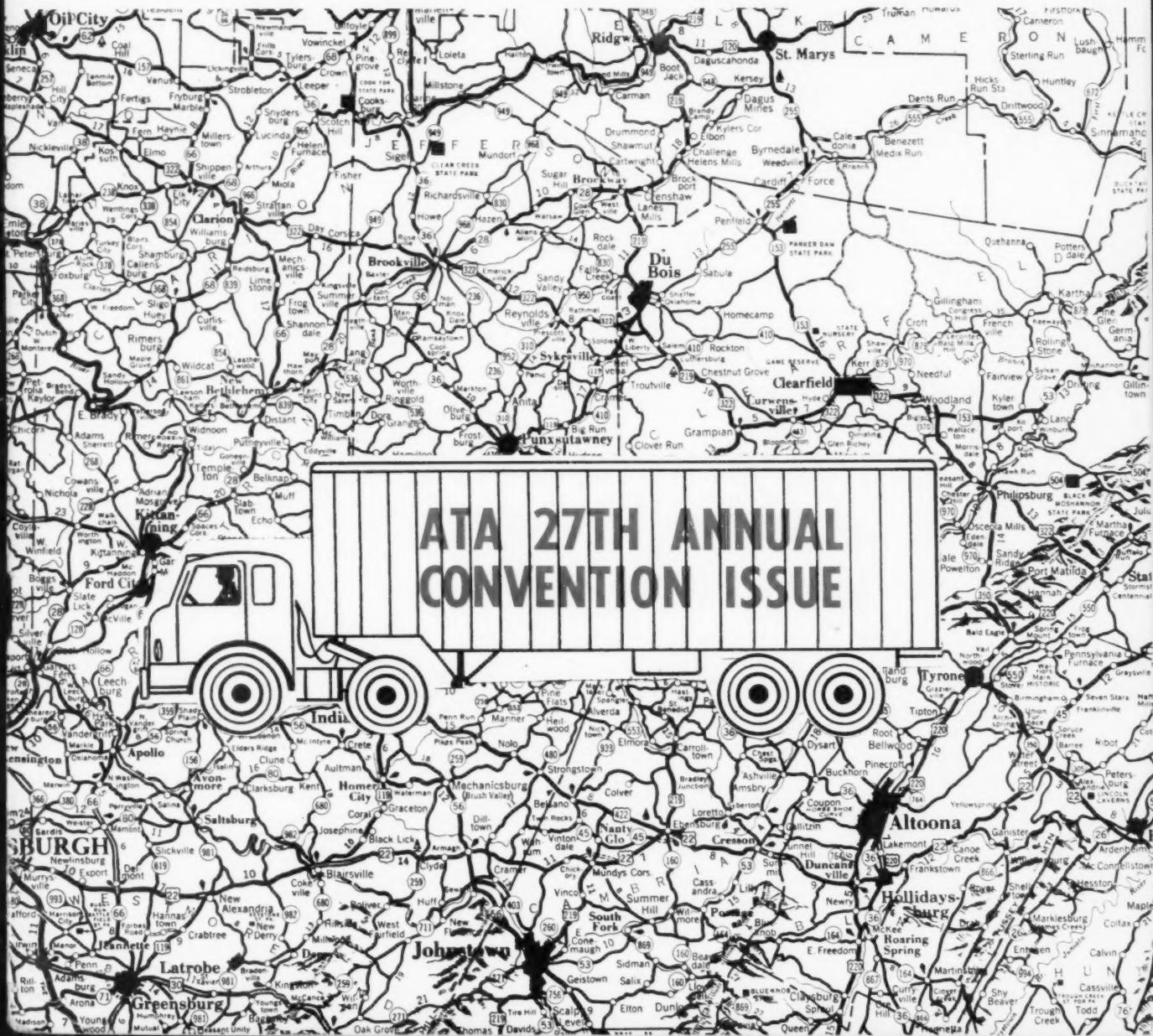


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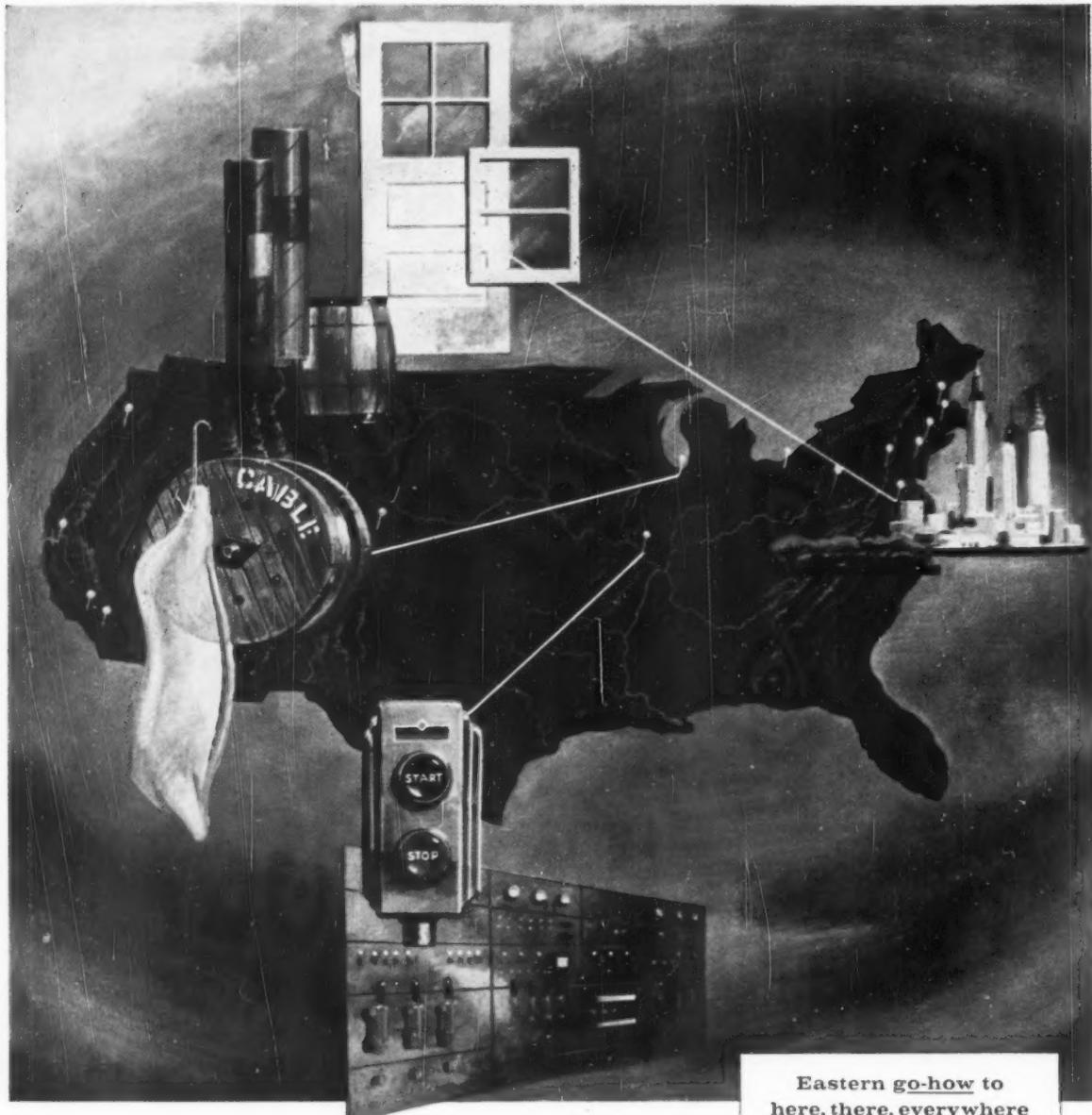
OCTOBER, 1960

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WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



CLOSING THE DISTANCE BETWEEN MATERIALS AND MARKET...THE MODERN MOTOR CARRIER: ACCESSIBILITY



If a road reaches it, so can you. Many a purposeful little town tucked away in a fold of ridge or desert is serviced by highway carrier exclusively. Wise firms, taking advantage of this service regularly, include these towns in today's total-marketing concept. For, the wide-ranging experience and routing flexibility of Eastern Express makes shipping (TL or LTL) to any point possible—and *profitable*.

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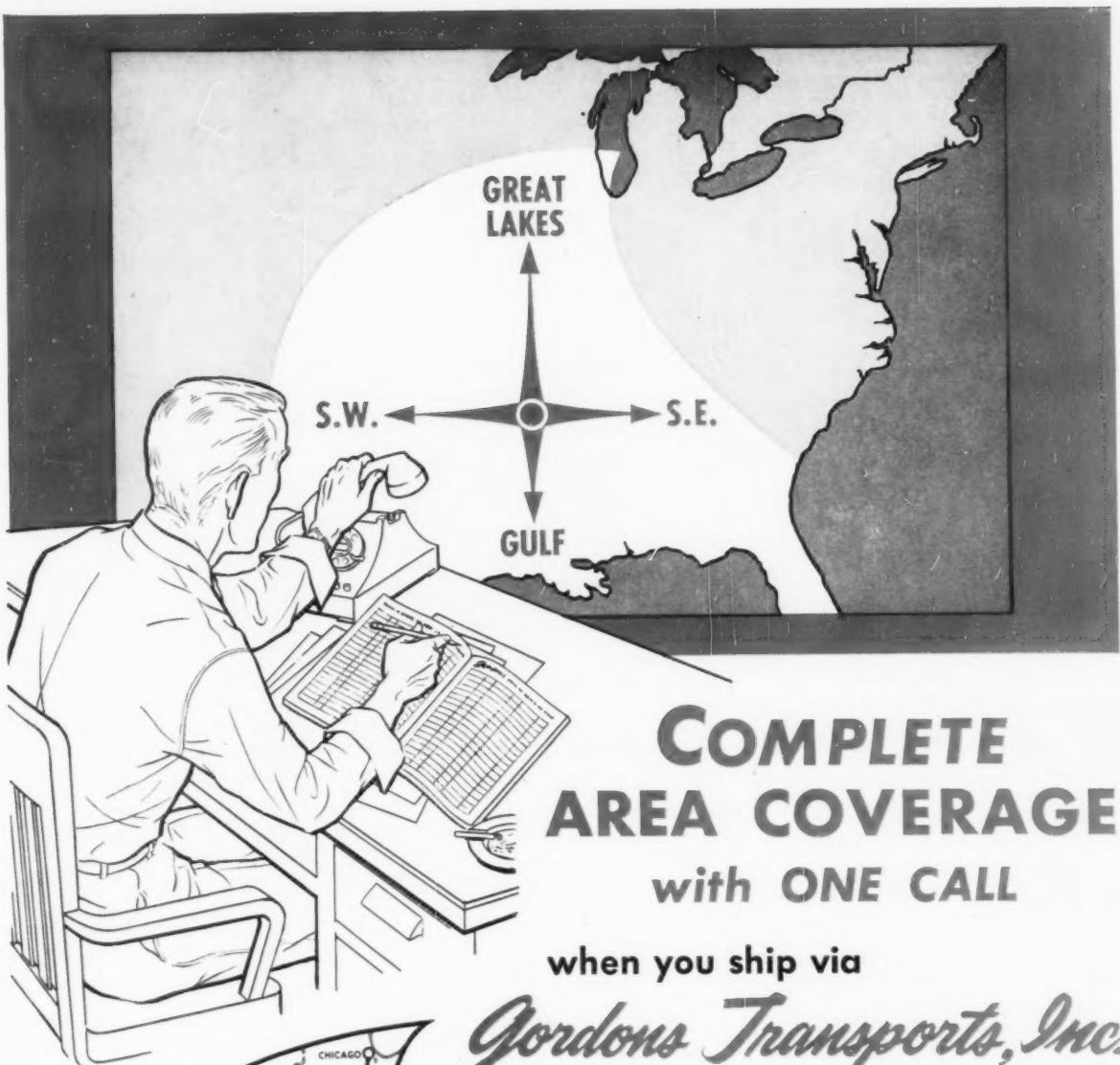
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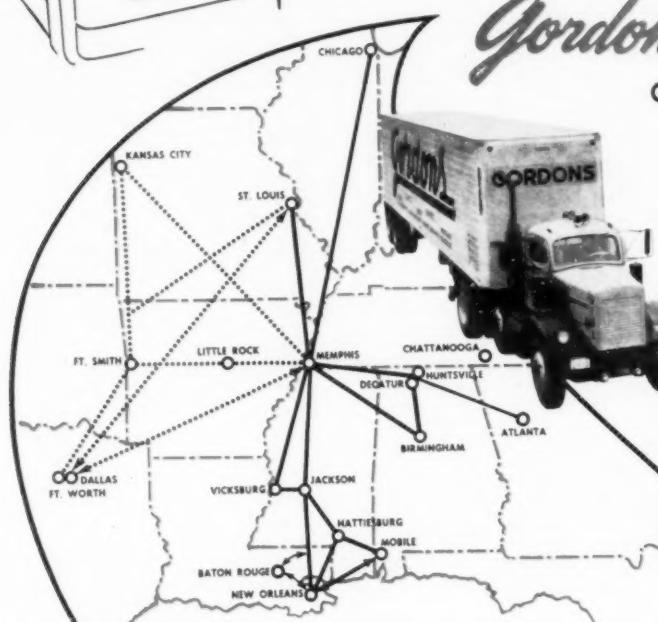


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October, 1960

IT (almost anything)
**GETS THERE
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 WIREBOUNDS**
**packs right
 handles right
 stacks right
 ships right**

These booklets
 tell you why

1. "What to Expect from Wirebounds" describes construction and general uses.



2. "Materials Handling, Warehousing and Stacking" is a digest of money-saving methods.



3. "Heavy Loads" explains how extra heavy shipments handle easier in Wirebounds.



4. "Pallet Boxes" shows how to handle items in bulk safely, at low cost.



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Wirebound
 BOXES & CRATES

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NEWS
 you can use

**trucks hauling growing array
 of "difficult" consignments**

Motor freight carriers are transporting a mounting array of "difficult" shipments these days. And they're doing it with unparalleled speed, ease, and efficiency.

Case in point? The recent coast-to-coast over-the-highway trip of a massive atomic reactor. Builder: North American Aviation's Atomics International Division. Destination: Walter Reed Army Medical Center's Medical Service Graduate School, Washington, D. C.

Lifted onto a Navajo Freight Lines open top trailer at the division's plant in Canoga Park, California, the reactor was rushed to Chicago. There, it was interlined to Washington via Chicago Express.

Condition upon arrival? Perfect. Shipping charges? Reasonable. Time in transit? An amazing 86 hours.



Another recent shipment underscoring trucking's ability to move anything to any point in the U.S.: the transporting of a portion of the Walter P. Chrysler art collection from Dayton to New York City. Value of the consignment: \$2 million.

Comprising some 101 art treasures—some worth more than \$100,000 each—the shipment was handled by North American Van Lines.

Two vans picked up the paintings at the Dayton Art Institute. Once the paintings were aboard, the van doors were sealed and the seal numbers registered. The vans then traveled along a top secret route from Dayton to New York.

Protected in the vans by rubber matting and packed so that none of the paintings touched each other, the art treasures made the over-the-highway journey safely and securely. Other benefits accruing to the Dayton Art Institute: speedy delivery and the elimination of excessive handling, crating, and uncrating.

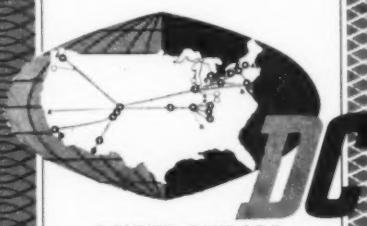
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The ONLY direct coast-to-coast carrier!

Financial Responsibility & Stability

D-C's growth has been rapid but sound, dating from 1932 and a two-truck operation between Denver and Chicago. For the past 10 years, D-C has been a nation-wide system with 18 terminals serving points reaching to both coasts. Revenues in 1959 surpassed \$40,000,000. Tangible evidence of D-C's financial responsibility is cargo and liability insurance of \$5,000,000 per unit—a further guarantee of reliability.

Our Guarantee to you:

D-C offers you only one kind of service—the best! Whether you're shipping a full trailer load or a small carton—whether the destination is 30 or 3000 miles distant—your shipment is entitled to, and we *guarantee it will get*, the same personal attention and careful handling.

One-carrier direct service coast-to-coast

D-C's 10,814 mile coast-to-coast system is under single-company ownership and management—giving you true one-carrier direct service. No divided responsibility on service between points served by D-C. One-carrier control and one-carrier handling avoids delay—speeds your shipment—a further guarantee of speedy, safe delivery.

Skilled personnel with personal interest in You
D-C employees are dedicated to this one objective—to serve you! From the sales representative who contacts you to the driver, the dockman, the rate clerk, the supervisor and management—each has a friendly, personal and sincere interest in you and the careful handling of your shipment.

Modern, safe equipment

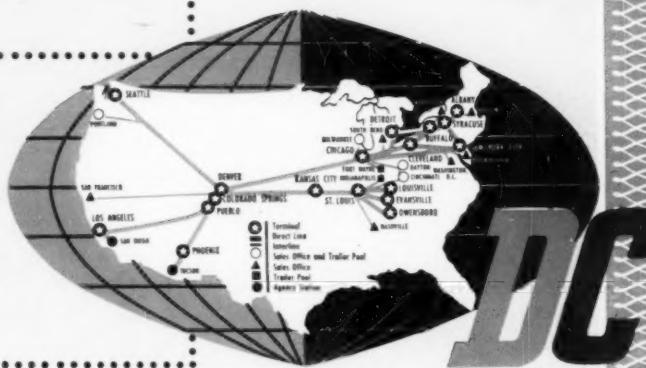
D-C's fleet numbers well over 2,000 highway units. All are kept in top-operating condition by periodic inspections and service checks. Maintenance facilities are located at key points on the system, manned by skilled mechanics. D-C road equipment is new and diversified—to serve both your routine and special shipping needs.

Dependability

Shippers have relied on D-C for almost 30 years. Their confidence in us has been largely responsible for our rapid growth. This confidence stems from experience and is your assurance that your shipment, whether large or small, will be handled with care and delivered swiftly.

Rigid standards of SAFETY

D-C's safety record is consistently among the highest—with award after award a tribute to the skill of D-C drivers. Freight handling practices are constantly being reviewed and revised—handling facilities improved. For years claim-free shipments have averaged well above 99%—your guarantee of safe handling of your shipment.



For the finest and fastest in truck service nation-wide—always specify D-C... the Dependable Carrier!

DENVER CHICAGO TRUCKING CO., INC.

The ONLY direct coast-to-coast carrier!

IN THIS ISSUE



**27TH
ANNUAL CONVENTION ISSUE**

25 years of trucking progress

An editorial salute to the Motor Carrier Act of 1935 and the bold, far-seeing men who helped create it.

7

What's what in New York—ATA 27th Annual Convention host city

10

Planning to attend the upcoming ATA Convention? This handy guide to the ABCs of New York City should help make your stay in Gotham more enjoyable and profitable.

The Motor Carrier Act of 1935: what it is, how it works, what it means to U.S. highway shippers and carriers

14

Precisely what is the Motor Carrier Act of 1935? How has it enabled trucking to attain its present position and status? What has it meant to motor freight shippers? You'll find the answers to these and other vital questions in this detailed analysis of the Act, prepared exclusively for SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER by James Pinkney.

Heads-up approach to motor freight makes truck line a highway Goliath

18

Founded the same year the Motor Carrier Act was enacted, this trucking concern's astounding growth is typical of the progress registered by the entire motor freight field during the past quarter of a century.

Where to get answers to your motor freight problems

22

Up-to-the-minute and 100% accurate, this roster of national and state motor freight organizations and affiliated groups will provide you with an array of agencies ready and willing to help you solve your most formidable highway shipping puzzles.

Advertising and Editorial Offices:

**425 Fourth Avenue
New York 16, N.Y.
Murray Hill 3-6280**

From horses to horsepower: a panorama of highway shipping history

28

Motor freight has traveled a long way since the bleak days of the late Twenties and early Thirties. Once an uncertain, immature, infant industry, it has become America's #1 surface transport mode. Here, recounted by a trucking veteran, is the "inside" story of how motor freight came of age.

Why TMs are "sold" on land-sea service

50

Fishyback is one of the most promising transport developments to come along in years. Here's one outstanding traffic executive's appraisal of land-sea operations—with a careful evaluation of their merits and possible disadvantages.

News You Can Use

2

New Products

55

Via Motor Carrier

17

Helps

56

Traffic News

40

Intimate Notes

61

Air Cargo News

47

As We Go To Press

62

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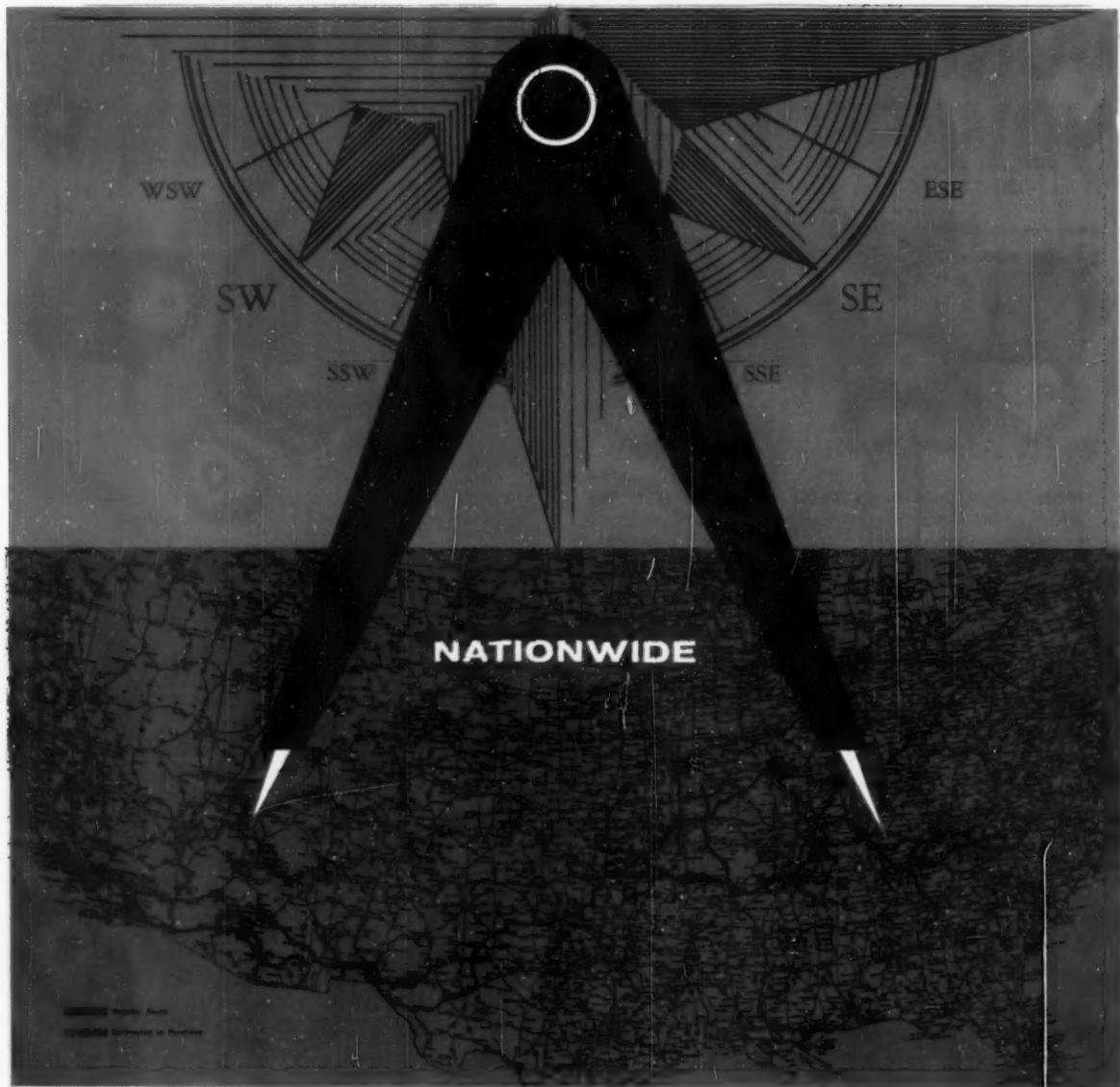
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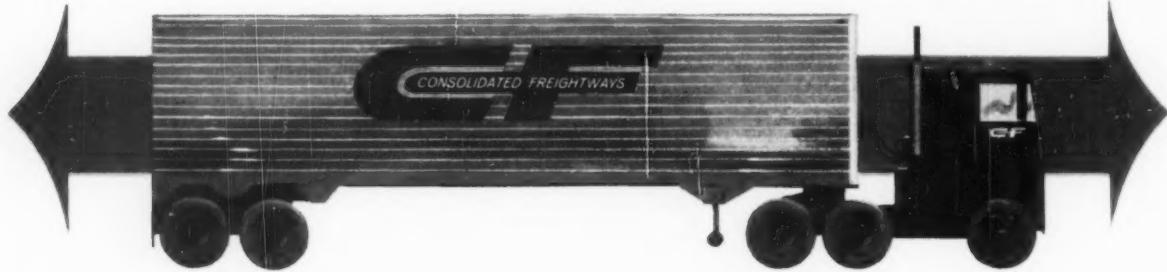
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October, 1960

CONSOLIDATED FREIGHTWAYS NOW SERVES COAST TO COAST



Motor Cargo and Liberty Motor Freight Lines are now a part of the Consolidated Freightways system. These carriers operate between the Atlantic seaboard and the Middle West, joining the CF system at Chicago, Indianapolis, Milwaukee and Minneapolis-St. Paul.

As units of the CF system they are now able to offer shippers the most extensive single-line freight service available, particularly to the western United States and Canada. And, of course, CF customers can enjoy comparable single-line service to the east.

This is major league coverage. In fact, the CF sys-

tem now serves all 15 major league cities! And CF Daysaver service saves time, saves handling.

For dependable, courteous attention to *your* shipments, call your CF system terminal. Until telephone directory changes can be made, look for Motor Cargo or Liberty Motor Freight Lines in eastern cities.

EXCLUSIVE WITH CF—a special office equipped to furnish any type of rate and routing information not available locally. Write, wire, or phone Consolidated Freightways Information Center, Box 32, Chicago 50, Illinois. TWX Bellwood 172. Telephone: AUSTIN 7-7003



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shipping

MANAGEMENT

combined with



25 years of trucking progress

■ Meeting in New York City later this month, the American Trucking Associations' 27th Annual Convention will have something *really* special to celebrate.

1960 marks a quarter of a century of the Motor Carrier Act of 1935—legislation representing a turning point in trucking history. Passed by Congress—after an all-out drive by transport leaders—the Act set the stage for motor freight's rise to its present status as the nation's #1 form of surface transportation.

Prior to 1935, trucking was in a state of near chaos. On innumerable occasions, in the late Twenties and early Thirties, the infant industry tottered on the brink of disaster.

The Motor Carrier Act brought order out of this chaos. It established "ground rules" for the trucking industry to follow. It helped place the field on a sound financial basis. And most important, from the standpoint of shippers, it paved the way for the fast, dependable, efficient highway service industry relies on so heavily today.

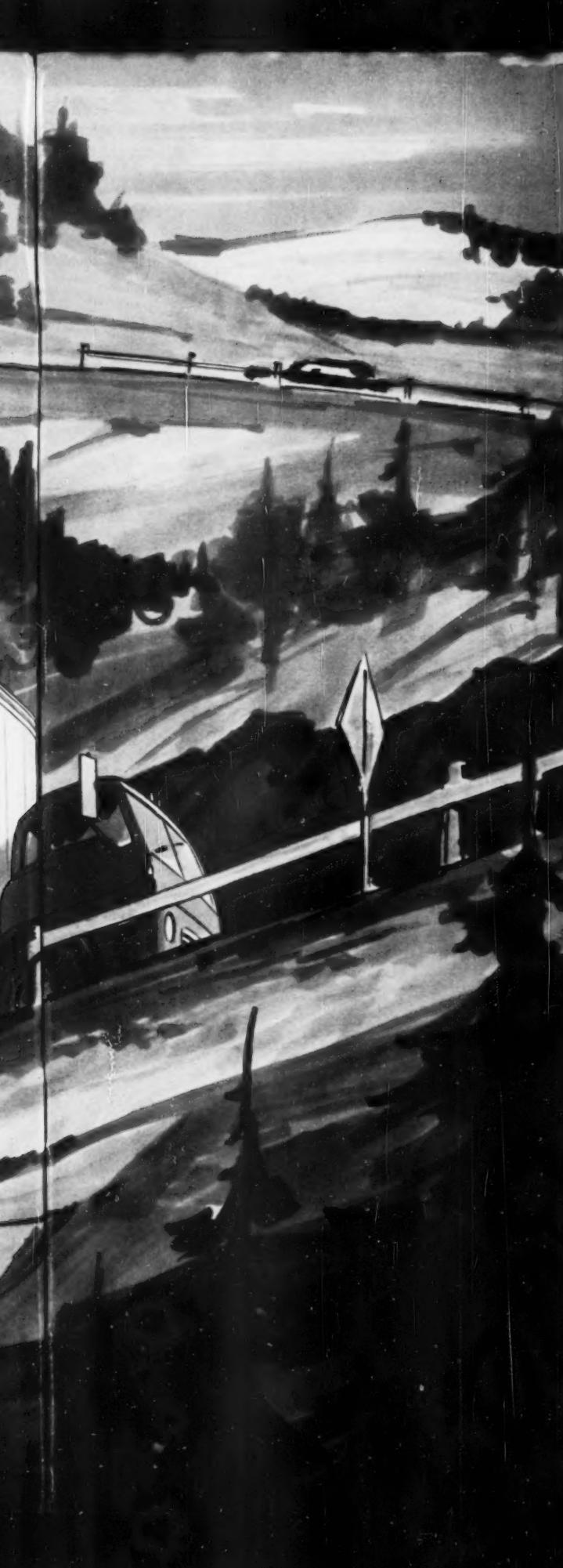
So carefully conceived was the Act that, in 25 years, it has required only the most minor modifications. Few pieces of legislation have withstood the test of time more effectively—a tribute to the bold, capable, dedicated men who blueprinted it.

On the occasion of the ATA's 27th Annual Convention, therefore, SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER salutes the Motor Carrier Act of 1935 and the men who framed it. Their achievement is evident all around us—in the sleek, powerful motor freight fleets racing along the nation's highways; in the soaring quantities of merchandise moving via truck; and in the confidence shippers all over the nation place in highway carriers.

The early greats of the trucking industry had a dream. That dream was embodied in the Motor Carrier Act of 1935. And the Act, in turn, has translated that dream into a reality for America's highway shippers and carriers.

Publisher





Two reasons why steel trailers are still a favorite with highway carriers

These are Trailmobile's famous all-steel, integral post trailers—two husky performers that add to your revenue by giving you extra years of profitable hauling service.

Carriers take to these Trailmobiles because they offer the tough, low upkeep qualities of steel without a weight penalty—or any sacrifice of practical capacity. With either the P-64 (with posts on the outside) or the P-68 (smooth outside) you get all the cargo space you can use. Both units give you an inside width of 93" and an inside height of 96". Both have the space-giving 4" upper fifth wheel. Both offer Trailmobile's exclusive integral post construction . . . and both ride on the simply designed, low upkeep Trailmobile tandem.

And first cost is low—not necessarily the lowest, we concede, but the difference buys performance you can count on . . . profit dollars you can count on.

When your operating conditions suggest steel trailers, we hope you'll look at all of them. We think you'll choose Trailmobile.

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TR-872



Trailmobile, Inc., Cincinnati 9, Ohio

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the Trailmobile P-Series Trailers.

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Rockefeller Center

What's 27th

■ Planning to attend the 27th Annual Convention of the American Trucking Associations? If you are, this capsule guide to the conclave and New York-1960's host city—is for you! Keep it close at hand, for ready reference during your stay in Gotham.

ATA MEETINGS:

October 9th-14th—The ATA National Truck Roadeo, Waldorf-Astoria Hotel.

October 13th-18th—The ATA Regular Common Carrier Conference's Annual Meeting, Waldorf-Astoria Hotel.

October 16th-21st—The 27th Annual Meeting of the American Trucking Associations, Waldorf-Astoria Hotel.

October 17th-18th—The ATA Private Carrier Conference's Annual Meeting, Waldorf-Astoria Hotel.

NEW YORK'S HOTELS:

The Waldorf-Astoria is located at Park & Lexington Avenues, from 49th to 50th Street, right smack in the heart of Manhattan. Telephone number: ELdorado 5-3000.

Other nearby hotels: Hotel Barclay, 48th Street & Lexington Avenue. Telephone: PLaza 5-5900; Beekman Tower Hotel, 1st Avenue & 49th Street. Telephone: ELdorado 5-7300; Hotel Belmont Plaza, Lexington Avenue & 49th Street. Telephone: PLaza 5-1200.

Berkshire Hotel, Madison Avenue & 52nd Street. Telephone: PLaza 3-5800; Hotel Beverly, Lexington Avenue and 50th Street. Telephone: PLaza 3-2700; Hotel Biltmore, Madison Avenue &

Manhattan & Statue of Liberty



what in New York --- ATA Annual Convention host city

43rd Street. Telephone: MURRAY HILL 7-7000; Hotel Commodore, 109 East 42nd Street, on Lexington Avenue. Telephone: MURRAY HILL 6-6000.

Hotel Lexington, Lexington Avenue & 48th Street. Telephone: PLaza 5-4400; Hotel New Weston, Madison Avenue & 50th Street. Telephone: PLaza 3-4800; Park Lane Hotel, Park Avenue & 48th Street. Telephone: PLaza 5-4100; Roger Smith Hotel, Lexington Avenue & 47th Street. Telephone: PLaza 5-1400; The Roosevelt, Madison Avenue & 45th Street. Telephone: MURRAY HILL 6-9200; Sheraton East, Park Avenue & 51st Street. Telephone: PLaza 5-1000.

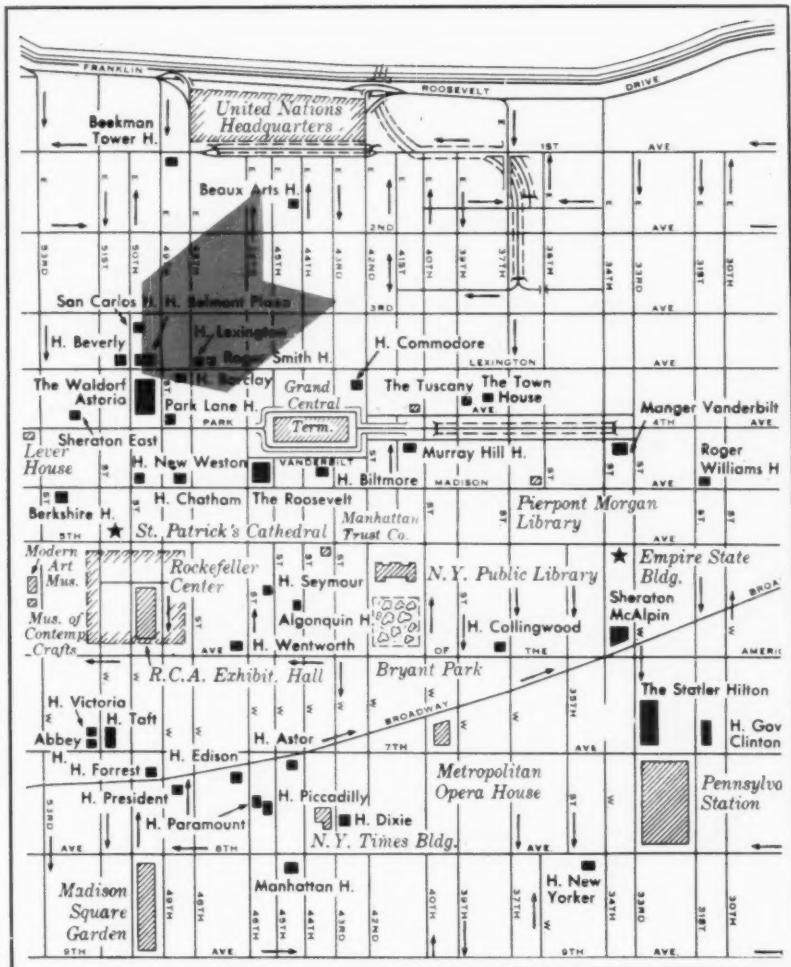
The Town House, 108 East 38th Street. Telephone: LEXington 2-8500; The Tuscany, 120 East 39th Street. Telephone: MURRAY HILL 6-1600.

ABOUT THE WALDORF

One of the world's finest—and most famous—hotels, the Waldorf-Astoria is strategically located in mid-Manhattan. It has 2,000 rooms, most air conditioned and all equipped with rental TV. A number of restaurants, located right in the building, offer diners a variety of meals at a variety of prices. The Waldorf also has an excellent coffee shop with reasonable prices. Driving to the hotel? Garage entrances are located at 49th & 50th Street. Incidentally, since the Waldorf is a Hilton hotel, Carte Blanche charge accounts are most welcome.

KEY N. Y. TELEPHONE NUMBERS:

Weather Bureau, WEather 6-1212; Time, MERidian 7-1212; Grand Central



"Expanded distribution without warehousing with Delta Air Freight"



Armour Pharmaceutical Company eliminates warehouses by airlifting area shipments to regional centers where pre-labeled and postage-paid packages are speeded to individual customers.

"Drug shipments need expensive refrigerated warehousing and special handling as a rule," comments W. F. Sheehy, Transportation Manager. "We eliminate this requirement by using Delta Air Freight and serve our customers *faster and better*. A 9-state shipment, for example, can be flown to Atlanta where individual packages, already pre-labeled and stamped, fan out to our customers in a fraction of the former time."

Profit from Delta's BIG PLUS



Delta operates all-cargo flights and in addition carries freight on every passenger flight, including Jets. All-cargo flights serve Atlanta • Chicago • Cincinnati • Charlotte • Dallas • Houston • Miami • New York • New Orleans • Orlando • Philadelphia • Detroit • Memphis



GENERAL OFFICES: ATLANTA AIRPORT, ATLANTA, GA

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12



BROADWAY—BIG, BRASH, BUSY

Station, MURRAY HILL 9-8000; Pennsylvania Station, PENNSYLVANIA 6-6000; New York Convention and Visitors Bureau, MURRAY HILL 7-1300.

N. Y. INFORMATION:

Want to find out what's going on around town, once you reach New York? Then call the New York Convention and Visitors Bureau. Telephone number: MURRAY HILL 7-1300. Established to help out-of-towners make their New York stay more enjoyable, the Bureau serves as a liaison between tourists, on one side, and hotels, sightseeing companies, night clubs, restaurants, and other entertainment groups, on the other.

TRANSPORTATION:

New York City is endowed with one of the finest intra-city transport systems in the world. Every corner of the metropolitan area may be reached via this network. Keystone of that system: New York's subways. Basically, for your information, the BMT links Brooklyn, Manhattan, and Queens; the IRT, Brooklyn, Manhattan, the Bronx, and Queens; and the IND, Brooklyn, Manhattan, the Bronx, and Queens. Adequate surface transportation is also available.

POINTS OF INTEREST:

New York Stock Exchange, 20 Broad Street. Open 10 AM to 3:30 PM, Monday through Friday.

Empire State Building, 5th Avenue at 34th Street. Observation tower open daily from 9:35 AM to midnight. Admission \$1.30. Worth it? And how!

United Nations Headquarters, East River, from 42nd to 48th Street. Open every day from 9:15 to 4 PM. (Note: the UN General Assembly may be in session at the time the ATA Convention convenes. If it is, don't miss seeing this prime example of world government in action.)

Statue of Liberty, Upper New York Bay. Excursion boats leave every hour on the hour, from 9 AM to 4 PM. Fare: 75¢.

Rockefeller Center, Avenue of the Americas, from 48th to 52nd Street.

ADDITIONAL DATA:

Interested in the theatre, latest movie releases, concerts? Each week both *Cue Magazine* and the *New Yorker* publish extensive rosters of events in and around the metropolitan area.

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We will supply the know-how to help lower your distribution costs.

Leasing from us, you tie up *no* capital in equipment, eliminate maintenance expense, keep your costs predictable.

Our facilities and experience are at your service. Write, wire or phone North American Car Corporation, 231 South LaSalle Street, Chicago 4, Illinois. Telephone: FInancial 6-0400.

IF IT'S NEW IT'S

***NORTH
AMERICAN***

The Motor Carrier Act of '35:

- what it is
- how it operates
- what it means to U.S.
shippers & carriers

A quarter of a century is a relatively insignificant span of time, historically-speaking. Yet, during this period, the nation's high-stepping trucking industry has surged forward to establish itself as America's #1 mode of transportation.

Outlook? Even brighter. New highway hauling techniques; the most powerful vehicles ever developed; ultra-modern terminals and freight handling components; and the onrushing Federal highway program are sure to lift trucking to a new peak of efficiency, dependability, and utility in the years ahead.

Keystone of motor freight's terrific progress to date has been Part II of the Interstate Commerce Commission Act. Passed by Congress, just 25 years ago, the Motor Carrier Act formally recognized trucking's mounting importance to the nation's economy. Highway freight has zoomed ahead ever since.

In the two and a half decades since the passage of the Motor Carrier Act, trucking has displayed an avid interest in meeting the needs of the shipper and an unusual willingness to employ the very latest techniques, equipment, and facilities to do it. This shipper-orientation and determination to keep up with the times has stemmed from the efforts of a dedicated group of alert, energetic, far-seeing highway transportation executives.

Such a figure is James Pinkney, currently serving as Vice President-Law for the expanding Ryder System. Few men have played a more outstanding role in the development of motor freight and the direction it is taking than the Ryder official.

Consequently, Mr. Pinkney's analysis of 25 years of motor freight regulation and his evaluation of its impact on highway carriers and shippers should have special meaning to traffic executives everywhere. **SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER** is proud to bring it to you.

"The Motor Carrier Act Commerce Commission come of age and was

needed to supplement the nation's fixed rail network and thus exploit the full industrial and commercial potential of the U.S.

At the time, there were more than 75,000 motor carriers. All were new. All were small. And virtually all were born during the Depression. Yet even then, even in its infancy, motor freight was already geared to meet the needs of the explosive expansion of the nation and its economy which lay ahead.

Transport leaders, witnessing trucking's growth, could see that a strong and sound motor carrier system was needed. They believed that a sound regulatory pattern was necessary to prevent this new force from ripping itself apart and disrupting the existing transport of that day.

The Motor Carrier Act provided that regulation.

Actually, the pattern of regulation wasn't new. It:

- protected the public against unjust and unreasonable rates.
- prevented prejudice and preference.
- provided for physical limitations on



of 1935, known as Part II of the Interstate Act, recognized that motor freight shipping had on its way to the top in U.S. transportation."

motor carriers, designed to lead to a sound, adequate pattern of operations.

- recognized the need for future safety regulations.
- provided for financial and accounting controls, as well as controls over mergers and acquisitions. Purpose: to ensure sound, healthy financial practices and guard against monopoly.

The architects of this pattern of regulation were men of the stature of Joseph B. Eastman. The soundness of their planning for the years ahead is underscored by the fact that, in the quarter of a century since, no really basic changes have been made in the Act. Modified in comparatively minor respects to meet changing conditions, examined painstakingly by Congress and private groups on a variety of occasions, the Act has stood the test of time admirably!

The early administration of the Act by the Commission and the work done by industry leaders deserves mention here.

A Bureau of Motor Carriers was established. Director: John L. Rogers, who later served with distinction as a Commissioner. Recruited by the Bureau were a group of young men from the existing Commission staff, as well as from the outside. And supervising the Bureau from the Commission level was a division of veteran Commissioners, headed by Mr. Eastman.

The trucking industry likewise had its outstanding figures. Ted V. Rogers, Chester G. Moore, Leland James, Lewis Raulerson, and Ed J. Buhner—plus a whole host of other capable and devoted men—worked long and hard to ensure a sound pattern of regulation. Later, they went on to form the American Trucking Associations, the "voice" of motor freight down through the years.

John V. Lawrence, ATA Managing Director, entered the picture with the creation of the organization. Morris Glazer was another of the early figures who guided the industry through the confusing—often trying—early days of regulation.

From late 1935 until 1940, the principal problem confronting Washington and the trucking industry was disposing of over 75,000 "grandfather" applications. The vast majority of these were filled out and filed by very small operators, lacking the resources and facilities to present their cases formally. Consequently, the Commission and its staff, the ATA, and the ATA's affiliated state associations had to aid and guide thousands of applicants in the preparation and processing of their applications.

At the same time, major proceedings—revolving around the plans of bus and truck operators to establish regional or national systems through acquisition or proof of public convenience and necessity—had to be settled. So did matters pertaining to railroad truck operations; rate structures; the classification of the several types of motor carriage; and rules and regulations.

The young industry and the younger Bureau went through a hectic five years. Some mistakes—many unavoidable under the circumstances—were made. But as a whole, the trucking industry's transition to regulation was achieved with a minimum of dislocation of motor freight and maximum efficiency on the part of the Commission and its staff.

Then came World War Two. Rising to meet the needs of the Free World, the U.S. rolled up its sleeves and moved into high gear. New plants and products mushroomed all over the nation. Motor freight moved right along with it.

In the early months of '41, the most frequently used section of the Act was its temporary authority provision. At the same time, it became vitally important that efforts to clear remaining "grandfather" applications from the Commission docket be intensified. Reason? To make way for the flood of new applications brought on by the impending conflict.

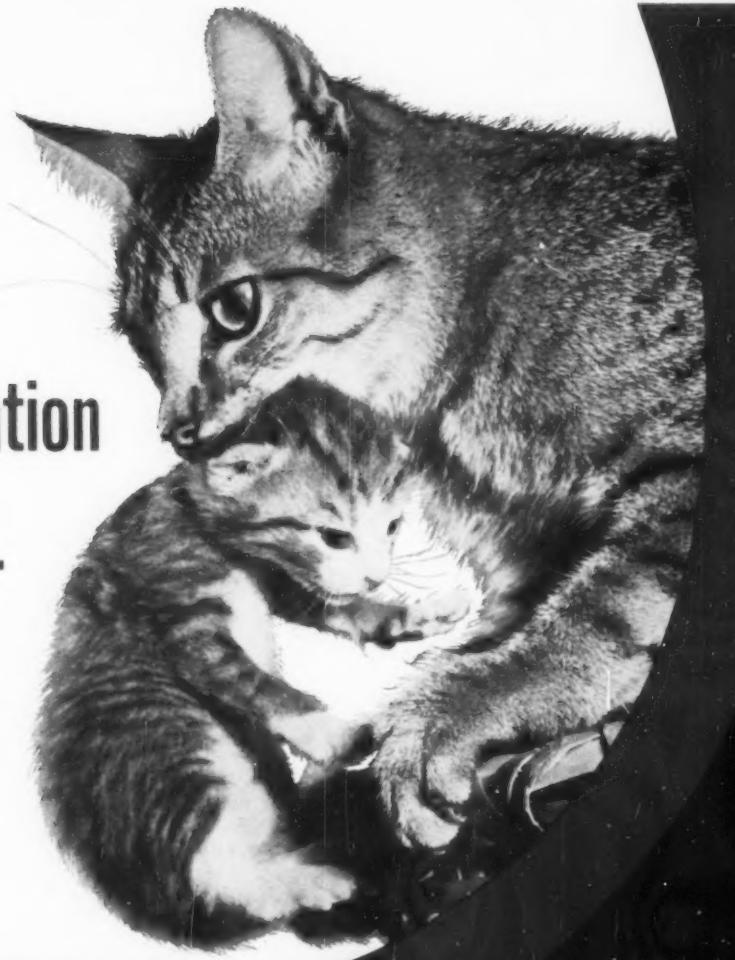
On December 7, 1941, the Japanese bombed Pearl Harbor. The U.S. swung onto a war footing—motor freight with it. But so effectively had the Commission worked to settle

Fast, powerful highway units, like this one, are hauling a mounting percentage of the nation's goods.



(continued on page 58)

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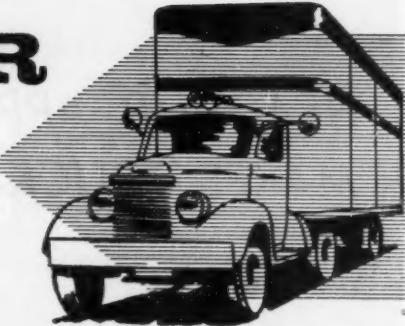
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DENVER 23, COLORADO

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16

Shipping Management — National Hi-Way Shipper

VIA MOTOR CARRIER



Aimed at meeting Interstate Commerce Commission objections to an application filed by the George F. Alger Company and Associated Truck Lines for authority to transfer the general commodity regular route rights of the Alger Company to Associated, a supplemental petition was filed recently with the Commission.

The petition requests authority to transfer additional Alger operating rights. Included: metals employed in manufacturing; metal products in bulk; specified types of machinery; and specified building materials. Service area: between specific points in Michigan and Ohio.

Alger will retain its interstate authority to transport bulk chemicals; bulk cement; and fly ash. In addition, it will retain its present Michigan intrastate authority.

Future Alger plans call for its concentration on Michigan intrastate traffic—particularly the hauling of iron and steel articles; machinery; cement; fly ash; gypsum products; calcium chloride; and salt.

Purchased by T.I.M.E., Incorporated, for use on its 5,000 miles of routes: a new fleet of White, Series 500, tractors. Purpose: to provide T.I.M.E. with a maximum payload advantage in all of the 35 states it services.

The tractors will be employed to pull the more than 500 line trailers comprising the T.I.M.E. fleet. T.I.M.E. handles about 5,000 shipments per day, ranging from general freight to bulk loads of machinery.

High-stepping truck transportation is shaking up long established shipping patterns and creating a whole host of more efficient and economical ones. One important effect: a growing number of communities, scattered around the nation, are becoming suitable for plant locations.

Says Maurice Fulton, one of the country's foremost plant site specialists: "As recently as 10 years ago, hundreds of communities were ruled out as potential plant areas simply because of their location."

Today, however, a mounting array of cities are eligible. Why? Largely because of the flexibility of motor freight.

The future outlook, according to Mr. Fulton: "Within seven years, there will be practically no potential plant locations more than three hours' drive away from a link with our growing intercontinental express highway system . . . These highways will provide additional accessibility for passenger traffic. And, of course, they will offer added convenience in shifting freight from and to anywhere!"

Expanded highway operations require an expanded fleet of highway vehicles. Southern Plaza's answer: 44 spanking-new International trucks. Southern Plaza serves Texas; Louisiana; Tennessee; Oklahoma; Missouri; Kansas; Indiana; and Illinois . . . Recently acquired by Dixie Ohio Express: 69 International trucks, as fleet replacement vehicles. Dixie Ohio's service area: Buffalo (N.Y.) to Georgia and Alabama. Current fleet: 370 components.

OK'd by the Southwestern Motor Freight Bureau: 48 hours of free time on export traffic moving through the port of New Orleans . . . Now operating: Jones Truck Lines' new terminal in Jonesboro, Arkansas. Located on a five-acre tract, the facility is 60' X 92' and features a six door cross-dock loading setup. Result? Expedited handling.

Designed to step up the tempo of its LCL operations between western Massachusetts and the Midwest, a new terminal has been opened by Lifschultz Fast Freight in Holyoke, Massachusetts. Meaning to shippers in the area? Faster deliveries, outbound and inbound.

Thanks to the new center, freight moving from Holyoke will be delivered in Chicago on the morning of the second day and in Milwaukee that afternoon. Present service time: three days. Eastbound traffic, moreover, will likewise be speeded up.

Don't miss James Pinkney's analysis and evaluation of the Motor Carrier Act of '35. It starts on Page 14.

HEADS-UP APPROACH TO MOTOR FREIGHT MAKES TRUCK LINE A HIGHWAY GOLIATH



■ As the trucking industry salutes a quarter of a century of progress under the Motor Carrier Act of 1935, the Strickland Transportation System embarks on a new era in its history.

This is only fitting. For Strickland was created the same year the Motor Carrier Act was passed. And in the two-and-a-half decades that have followed, the carrier has been in the forefront of the trucking industry—providing its customers with the type of highway shipping they need and want.

Last summer, for example, the Dallas-based motor freight line purchased a new \$750,000 terminal in Chicago. Object: to boost its ability to handle, process, and haul freight moving into and out of the area. Meaning to shippers: transportation at its very best!

The acquisition of the Chicago facility adds a new chapter to Strickland's continuing program of solid growth, expansion, and service to the shipper. Established 25 years ago, the company was the brainchild of L. R. Strickland, a man active in highway transportation as far back as 1922. It was during that year that Mr. Strickland launched his trucking career with the Sproles Transfer and Storage Company, operating between Dallas and Fort Worth.

Three years later, he shifted to the Fort Worth and Denver Railroad as a dispatcher. Returning to Sproles in 1929, he organized and initiated operations for the growing line.

Shortly afterward, Mr. Strickland joined newly organized West Texas Express, as its manager; shifted to posts as district and terminal manager for Sunset Motor Lines and ABC Motor Freight Lines; and eventually ended up as assistant manager of a motor freight terminal in Houston, from which 26 motor carriers operated to and from all parts of the U.S.

a giant step forward

Two years later, however, Mr. Strickland took the big step of his life. He purchased half interest in Jackson Freight Lines, running between Houston and Oklahoma City, via Dallas. Just one year afterward, he purchased full interest in the firm.

Born: the Jackson-Strickland Transportation Company. On the horizon: the Strickland Transportation System.

In 1942, Strickland moved its GHQ to Dallas. Then things began to happen. Strickland roared into high gear, acquiring a whole host of operating authorities and making other purchases which have made it one of America's largest motor freight lines.

Key facets of Strickland's growth:

- acquisition of the operating rights of Dallas-Fort Worth Motor Lines and J. P. Tarry Motor Lines in 1943. Consequence: the extension of service from Dallas to Amarillo, through Fort Worth.

- purchase of Ozark Motor Lines in 1946, enabling Strickland to operate into and out of Shreveport, Texarkana, Little Rock, and Memphis.

- extension of operations north to strategic St. Louis in 1947.

- purchase of the Dumont Cartage Company's operating rights in 1954. Included: an area within a radius of 50 miles of Chicago, containing such points as Joliet, Aurora, Skokie, Batavia, Gary, and other commercial centers.

- acquisition, in 1955, of Kelleher Motor Freight Lines. Outcome: the extension by Strickland of its operations from St. Louis and Chicago east through Cleveland, into New York and New Jersey.

With this last acquisition, Strickland achieved a goal it had set for itself early in its history. It had reached and was servicing the chief manufacturing, marketing, and merchandising centers in the U.S.

Rest on its laurels? Not Strickland. One goal attained, the carrier moved on to others. In 1958, it brought operating rights into Philadelphia. And last year it took over routes and

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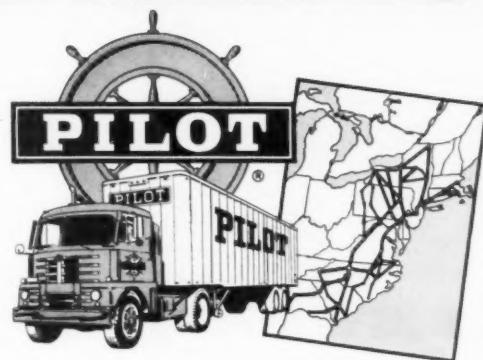
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San Francisco	4-Xbreak 2-1035
Oakland	4-Olympic 4-1274
Los Angeles	4-Angeles 2-3192

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opened terminals in such key centers as: Lake Charles, Baton Rouge, and New Orleans, Louisiana; Boston and Springfield, Massachusetts; Detroit; and Milwaukee, Racine, and Kenosha, Wisconsin.

In addition, it established a spanking-new receiving station in New York City. Purpose: to help local truckmen in congested Manhattan.

This year, Strickland embarked on a new expansion campaign. Thus far, it has opened new terminals in West Haven and South Bend, to serve Connecticut and Indiana more effectively. Strickland's purchase of a new facility in Chicago is its latest move.

forecast: further growth & progress

Today, Strickland faces its second quarter of a century like a Man O' War or Native Dancer, straining to break out of the starting gate. There's nothing fainthearted or timid about this truck line. It faces tomorrow with bold new plans, high hopes, and its inspiring record of the past 25 years to spur it on.

Strickland has every right to do just that. Its present network of terminals is superb. A motor freight fleet, consisting of about 400 modern over-the-road tractor-truck combinations, enables it to provide speedy, safe, dependable transportation.

The carrier's intense interest in safety, moreover, has earned it an enviable reputation in the trucking industry. One important reason for its success in this area: Strickland's full time safety director, Kenneth Cole. Mr. Cole brings to his difficult assignment many years of experience in highway transport, plus a background gained as a district supervisor with the Interstate Commerce Commission.

W. H. Gill, Strickland's general claim agent, is the same type of exec-

utive. His specialty? Freight damage. Mr. Gill travels from point-to-point in the Strickland system on a regular basis, campaigning tirelessly for an improved freight damage claim program.

Achievements? Terrific! Strickland's claim ratio today is one of the lowest in the industry.

Another highlight of the Strickland story is its outstanding maintenance program, geared to keep the line's vehicles in top working order. Again, in no small measure, it is one man who is responsible for the fine condition in which the carrier's highway units are kept. His name: **Harold E. Pettigrew**. Title: Superintendent of Equipment.

Most of all, though, Strickland's tremendous past achievements and its rosy future stem from the efforts of its top executives—as dedicated, wide awake, and energetic a group of officials as may be found at any truck line.

Included on the top echelon are: **L. R. Strickland**, president; **J. E. Tittsworth**, assistant to the president; **B. A. Burns**, general manager; **W. F. Gibson**, secretary and treasurer; **R. W. Collingsworth**, general traffic manager; **M. H. Burcham**, comptroller; and **Mr. Pettigrew**. Strickland's operations are divided into two divisions. Heading the firm's northern division: **J. A. Reardon**; its southern division, **Everett Cloer**.

Pushing forward into its second quarter of a century of operations, the Strickland Transportation System is intent on outdoing even its attainments of its first 25 years—a formidable task, indeed. The outcome can only be further leaps up the roster of the nation's foremost motor lines for Strickland and a new high in efficiency, economy, and dependability for the truck line's already satisfied customers.





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90-in., to accommodate a 40-ft. trailer within 50-ft. overall length. And true-truck V-8 power that's matched to loads, roads and working range provides top performance with proven economy and durability.

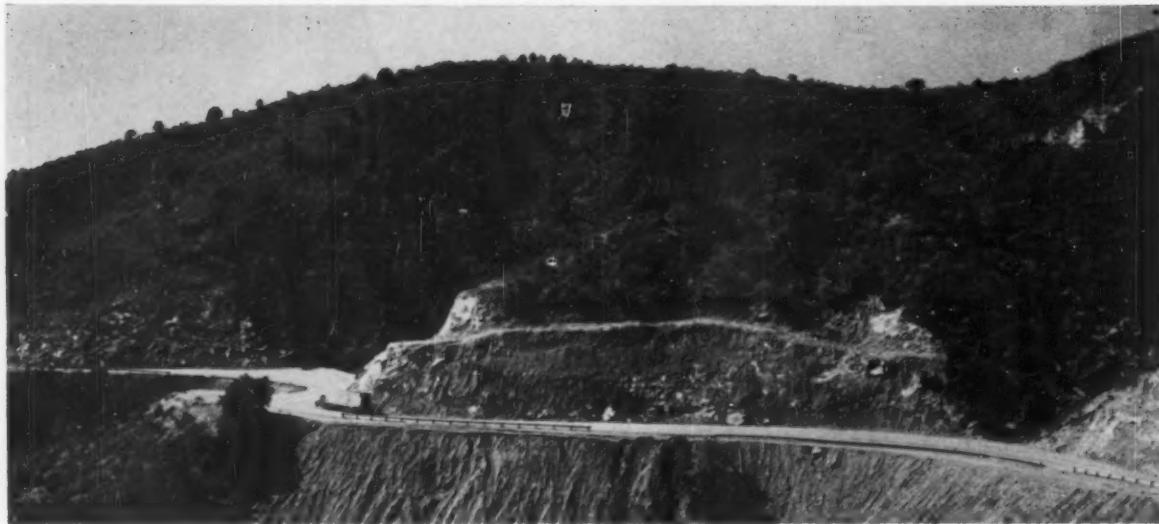
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October, 1960



Where to get answers to your trucking problems

A guide to national, state, and other units in or affiliated with the motor freight field

■ Let's face it! When your shoes need repairing, you take them to a shoemaker. When you're ill, you call in a doctor. When something goes wrong with your office machinery, you summon a specialist in the field—pronto!

Then why not follow this safe and sane approach in your motor freight operations? Next time something goes haywire with your highway shipping setup or you have a motor freight puzzler requiring a solution, call in experts to help you.

There are a whole host of trucking groups standing by to help you solve your most perplexing puzzler—be it delayed deliveries; ineffective handling; or plans for a new truck dock, calling for a "pro's" touch to iron out the kinks. If one trucking unit can't help, it will, at least, refer you to another that can.

Interested? Here's a roster of motor freight groups to which you can turn for assistance:

The American Trucking Associations,
1424 Sixteenth Street, North
West, Washington 6, D. C.

Departments and Sections: Safety; Traffic; Industrial Relations; Research; Engineering; Legal; Government Traffic; Freight Claims; National Classification Board.

Conferences: National Automobile Transporters Association; Contract Carriers Conference; Film Carriers Conference; Common Carriers—Irregular Route Conference; Local Cartage National Conference; Movers Conference of America; Munitions Carriers Conference; National Tank Truck Carriers; Oilfield Haulers Conference; Private Carriers Conference; Heavy-Specialized Carriers' Conference; and the Regular Route Common Carrier Conference.

Field Service Offices: (for New England) 8 Branch Avenue, Saylesville, Rhode Island; (for Ohio) 5014 Elbertha, North West, Canton, Ohio; (for Pennsylvania) 514 North Howard Street, Allentown, Pennsylvania; (for New York & New Jersey) 42 Underwood Road, Levittown; (for area from Delaware to Virginia, including West Virginia and eastern Tennessee) 5503 Oak Place, Bethesda, Maryland.

(For Alabama to Louisiana, including western Tennessee and Arkansas) 1266 Carolyn Drive, Memphis, Tennessee; (for Florida, Georgia, and the

Carolinas) P. O. Box 827, Wake Forest, North Carolina; (for Chicago, Michigan, and Wisconsin) 3 West Burton Place, Chicago, Illinois; (for area from Iowa to North Dakota, Minnesota to Kansas) 7112 Walnut Street, Kansas City, Missouri.

(For southern Illinois and all of Indiana) 3415 North Missouri Avenue, Peoria, Illinois; (for northern California, Washington, Oregon) 6315 Swainland Road, Oakland, California; (for Montana, Idaho, Utah, Wyoming, Colorado) 241 East South Temple Street, Salt Lake City, Utah; (for New Mexico, Oklahoma, and Texas) 2709 Westminster, University Park, Dallas, Texas; (for southern California) 404 South Gramercy, Los Angeles, California; (for southern California) 6550 Gerald Avenue, Van Nuys, California.

American Trucking Associations'
Affiliated State Associations.

Alabama Trucking Association, Incorporated—422 Bell Building, Montgomery.

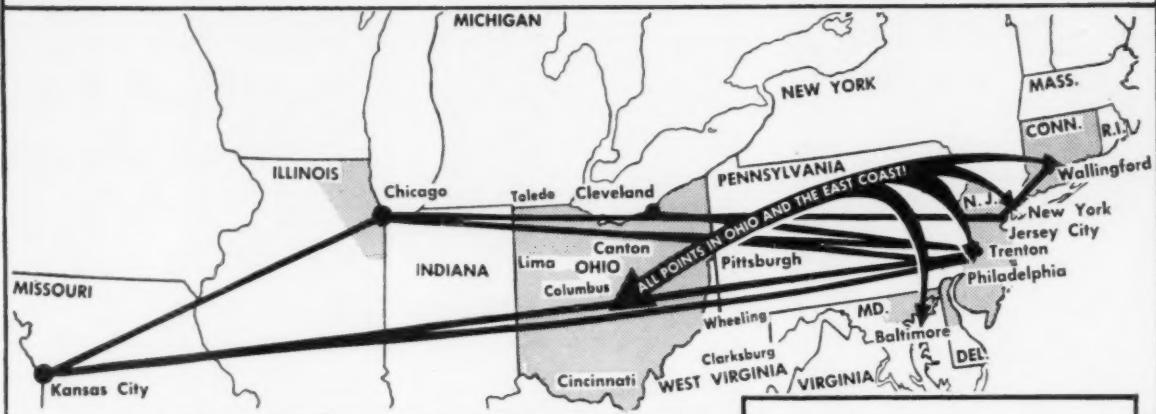
Arizona Motor Transport Association—411 North Central Avenue, Phoenix.

Arkansas Bus & Truck Association—600 Spring Street, Little Rock.

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California Trucking Associations—3301 South Grand Avenue, Los Angeles.

Colorado Motor Carriers Association—4060 Elati Street, Denver.

Motor Transport Association of Connecticut—410 Asylum Street, Hartford.

Delaware Motor Transport Association—P. O. Box 343, Wilmington.

District of Columbia Trucking Association—1424 Sixteenth Street, North West, Washington.

Florida Trucking Associations—704 Gilmore Street, Jacksonville.

Georgia Motor Trucking Association—328 Ponce de Leon Avenue, North East, Atlanta.

Idaho Motor Transport Association—Eastman Building, Boise.

Central Motor Freight Association of Illinois—343 South Dearborn Street, Chicago.

Illinois Motor Truck Operators Association—30 North LaSalle Street, Chicago.

Indiana Motor Truck Association—2905 North Meridian Street, Indianapolis.

Iowa Motor Truck Association—604 Capital City Bank Building, Des Moines.

Kansas Motor Carriers Association—2900 South Topeka Boulevard, Topeka.

Kentucky Motor Transport Association—601 Republic Building, Louisville.

Louisiana Motor Transport Association—1216 Main Street, Baton Rouge.

Maine Truck Owners Association—415 Congress Street, Portland.

Maryland Motor Truck Association—3000 Washington Boulevard, Baltimore.

Massachusetts Motor Truck Association—262 Washington Street, Boston.

Michigan Trucking Association—Ft. Shelby Hotel, Detroit.

Minnesota Motor Transport Association—2453 University Avenue, St. Paul.

Mississippi Motor Transport Association—504 Deposit Guaranty Bank Building, Jackson.

Missouri Bus & Truck Association—628 Jefferson Street, Jefferson City.

Montana Motor Transport Association—124 North 24th Street, Billings.

Nebraska Motor Carriers Association—500 South 13th Street, Lincoln.

Nevada Motor Transport Association—1093 S. Virginia Street, Reno.

New Hampshire Truck Owners Association—275 Hanover Street, Manchester.

New Jersey Motor Truck Association—10 Hill Street, Newark.

New Mexico Motor Carriers Association—500 2nd Street, North West, Albuquerque.

Empire State (New York) Highway Transport Association—44 East 23rd Street, New York City.

North Carolina Motor Carriers Association—219 West Martin Street, Raleigh.

North Dakota Motor Carriers Association—110 Third Street, Bismarck.

Ohio Trucking Association—Hotel Deshler-Hilton, Columbus.

Oklahoma Associated Motor Carriers—P. O. Box 983, Oklahoma City.

Oregon Trucking Associations—1401 North West 19th Street, Portland.

Pennsylvania Motor Truck Association—711 Telegraph Building, Harrisburg.

Rhode Island Truck Owners Association—49 Weybosset Street, Providence.

Motor Transportation Association of South Carolina—2425 Devine Street, Columbia.

Associated Motor Carriers of South Dakota—814 East Rice Street, Sioux Falls.

Tennessee Motor Transport Association—Hermitage Hotel Office Building, Nashville.

Texas Motor Transportation Association—406 East 11th Street, Austin.

Utah Motor Transport Association—208 West 8th Street, South, Salt Lake City.

Vermont Truck & Bus Association—111 Main Street, St. Johnsbury.

Virginia Highway Users Association—Jefferson Hotel, Richmond.

Washington Motor Transport Association—4104 4th Avenue, South, Seattle.

West Virginia Motor Truck Association—303 Duffy Street, Charleston.

Wisconsin Motor Carriers Association—One West Main Street, Madison.

Wyoming Trucking Associations—114 North Market Street, Casper.

Service Organizations Affiliated With The Motor Freight Field.

American Association of Motor Vehicle Administrators, 912 Barr Building, Washington 6, D. C.

American Automobile Association, 1712 G. Street, Washington, D. C.

Association of Interstate Commerce Commission Practitioners, 1112 ICC Building, Washington, D. C.

Inter-Industry Highway Safety Committee, 1200 Eighteenth Street, North West, Washington 6, D. C.

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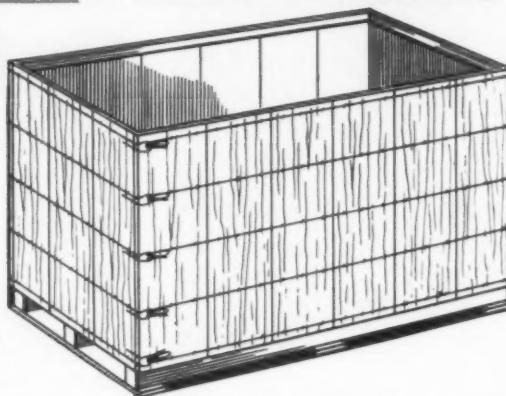


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National Automobile Transporters Association, 1043 National Bank Building, Washington, D. C.

Private Truck Council of America, Sheraton Building, Washington 5, D. C.

National Highway Users Conference, National Press Building, Washington 4, D. C.

Truck Trailer Manufacturers Association, 1426 G Street, North West, Washington, D. C.

Federal Government Agencies Interested In Highway Transportation.

Department of Commerce, Constitution Avenue & 14th Street, Washington. Units: Bureau of Public Roads, General Services Building, 18th and F Street, Washington; Federal Civil Defense Administration, Battle Creek, Michigan.

Interstate Commerce Commission, Washington 25, D. C. Units: Bureau of Motor Carriers, I.C.C. Building, Washington 25, D. C. BMC sections: Interpretations; Field Service; Insurance; Motor Carrier Safety. Field districts: (District 1) 14-17 Court Square, Boston; (District 2) 346 Broadway, New York City; (District 3) 800 U. S. Custom House Building, Philadelphia; (District 4) 236 New Post Office Building, Columbus, Ohio; (District 6) 680 Peachtree Street, North West, Atlanta; (District 7) U. S. Court House, Nashville; (District 8) 852 U. S. Custom House Building, 610 South Canal Street, Chicago; (District 9) 628 Metropolitan Building, 2nd Avenue South, Minneapolis; (District 10) 1100 Federal Office Building, Kansas City, Missouri; (District 12) 816 T & P Building, Fort Worth; (District 13) 502 Denham Building, Denver; (District 15) 538 Pittock Block, Portland, Oregon; (District 16) 602 Sheldon Building, 9 First Street, San Francisco; (Anchorage, Alaska) 208 Glover Building.

Canadian Trucking Associations Of Interest To Traffic Executives.

Canadian Trucking Association, 270 MacLaren Street, Ottawa, Ontario; Trucking Association of Quebec, 1670 Pathenais Street, Montreal; Maritime Motor Transport Association, 51 Wellington Street, Sackville, New Brunswick; The Automotive Transport Association of Ontario, 439 Queen's Quay West, Toronto; Manitoba Trucking Association, 221 Phoenix Building, Winnipeg; Saskatchewan Motor Transport Association, 1042 Albert Street, Regina, Saskatchewan; Alberta Motor Transport Association, 218 17th Avenue, East Calgary, Alberta; and the Automotive Transport Association of British Columbia, Vancouver, B. C.

State Government Agencies Overseeing Intra-State Motor Freight Operations.

Alabama—Public Service Commission, P. O. Box 991, Montgomery.

Arizona — Corporation Commission, Phoenix.

Arkansas—Public Service Commission, Little Rock.

California—Public Utilities Commission, State Building, San Francisco.

Colorado—Public Utilities Commission, State Office Building, Denver.

Connecticut—Public Utilities Commission, Hartford.

Delaware—Public Service Commission, Dover.

Florida—Railroad & Public Utilities Commission, Tallahassee.

Georgia—Public Service Commission, Atlanta.

Idaho—Public Utilities Commission, Boise.

Illinois—Commerce Commission, Springfield.

Indiana—Public Service Commission, Indianapolis.

Iowa—State Commerce Commission, Des Moines; Motor Transportation Division, Des Moines.

Kentucky—Department of Revenue, Division of Motor Vehicles, Frankfort.

Louisiana—Public Service Commission, Baton Rouge.

Maine—Public Utilities Commission, Augusta.

Maryland—Public Service Commission, Baltimore.

Massachusetts—Department of Public Utilities, Boston.

Michigan—Public Service Commission, Lansing.

Minnesota—Minnesota Railroad and Warehouse Commission, St. Paul.

Mississippi—Public Service Commission, Jackson.

Missouri—Public Service Commission, Jefferson City.

Montana—State Board of Railroad Commissioners, Helena; State Highway Commission, Helena.

Nebraska—State Railroad Commission, Lincoln; State Highway Department, Lincoln.

Nevada—Public Service Commission, Carson City.

New Hampshire—Public Utilities Commission, Concord.

New Jersey—Board of Public Utilities Commissioners, Newark.

New Mexico—State Corporation Commission, Santa Fe.

New York—Public Service Commission, 55 Elk Street, Albany; New York State Thruway Authority, P. O. Box 189, Albany.

North Carolina—Public Utilities Commission, Raleigh.

North Dakota—Public Service Commission, Bismarck.

Ohio—Public Utilities Commission, Columbus; State Turnpike Commission, Columbus.

Oklahoma—Corporation Commission, Oklahoma City.

Oregon—Public Utilities Commission, Salem; State Highway Commission, State Highway Building, Salem.

Pennsylvania—Public Utility Commission, 101 North Office Building, Harrisburg.

Rhode Island—Public Utilities Commission, Providence.

South Carolina—Public Service Commission, Columbia.

South Dakota—Public Utilities Commission, Pierre.

Tennessee—Public Service Commission, Nashville.

Texas—Railroad Commission, Austin.

Utah—Public Service Commission, Room 304, State Capitol, Salt Lake City.

Vermont—Public Service Commission, Montpelier.

Virginia—State Corporation Commission, Richmond.

(continued on page 60)

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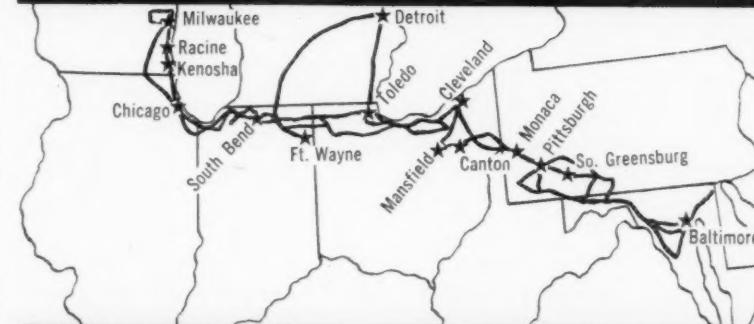
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FROM HORSES TO HORSEPOWER: A PAN 0

■ Do you know that a number of our present truck lines and associations may be traced way back to the horse-and-wagon era—a period preceding even the advent of the railroads?

Well, they can. At least one large eastern motor freight carrier claims to have operated continuously since 1829, a staggering 131 years. This means that the line was already hauling freight before the establishment of the first railroad service.

These early "oat-burner" operators were subject to a rough-and-ready regulation, of sorts, by their localities and states. Yet, paradoxically, the nation's trucking industry as a whole was under no system of Federal regulation. Until the passage of the national **Motor Carrier Act of 1935**, it was affected only by somewhat sketchy and diverse state and local regulations.

horse and wagon days

Why? For several reasons. The industry had started, primarily, as local horse-and-wagon drayage. This made it subject almost entirely to municipal ordinances.

Long distance haulage and interstate operations were performed at

Motor freight has come a long way since Congress passed the Motor Carrier Act of 1935. The events leading up to and immediately following the creation of the Act have been dimmed by time.

In this article by Lyman G. White (Lt. Col. AUS-Ret.), Public Relations Department, American Trucking Associations, they come to life again. Traffic executives will find in this piece, prepared specifically for **SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER**, the real story of what highway shipping was like before the passage of the Act; how it underwent a startling metamorphosis, starting with '35; and how it has developed in the years since.

first by water. Later they became virtually a monopoly of the railroads.

Rails came under a certain degree of Federal regulation in the 1880's, with the establishment of the **Inter-state Commerce Commission**. But trucking—or its ancestor—had to mark time upon two related events, before reaching a status and stature making national legislation a "must."

One of these events was the introduction of the internal combustion engine and the perfection of the motor truck, its tires, and equipment to a point where it could safely undertake intercity travel, with a reasonable hope of reaching its destination on time with truck and cargo intact.

The other event was the develop-

ment of adequate intercity state and national highways. (It wasn't too long ago, if you think back, that America's roads were in a primitive condition, hardly fit for regularly scheduled trucking operations.) It is an interesting sidelight that **President Eisenhower**, then a lieutenant, was a member of the **1919 Army Transcontinental Motor Convoy** which demonstrated the endurance of the truck, but hampered home the need for better tires and decent roads.

Highway construction, to be sure, had been undertaken by the Federal government following the American Revolution. Unfortunately, though, they had been allowed to fall into disuse and disrepair with the beginning of railroad operations. Then came the development of the bicycle and the growth of an army of cycling enthusiasts. New roads were undertaken. And with the arrival of the auto, the nation's roadbuilding activities were intensified.

Whether good roads were the result of the automobile or whether the incredible growth of the automotive industry was made possible by the building of suitable highways is an



N ORAMA OF HIGHWAY SHIPPING HISTORY

academic question. The fact is that the two advanced simultaneously and that trucking did not come into its own until the late '20s or early '30s.

Proof? In 1916, there were 200,000 trucks in operation, most used by local carters. Some 14 years later, in 1930, the number of trucks in use had soared to well over 3.5 million.

motor freight's start

This period is as good a place as any to mark the real start of motor freight. Yet, looking back over those hectic—and often tragic years—we must admit that there really wasn't a trucking industry, as such. The fact that trucking today constitutes a stable and mammoth transportation industry, tautly organized and professionally administered, is due to the foresight, initiative, and courage of the pioneers in the field. These pioneers had vision enough to work—and work successfully—to bring order out of chaos. And frankly, chaos certainly is not too strong a word to describe the situation surrounding trucking.

Conditions were so bad, as a matter of fact, that motor freight was totally disorganized. This led to the near ex-

inction of the infant industry, before it had taken its first mature steps.

The Great Depression of the Thirties complicated matters. Though trucking was accepted more readily by the public, in many instances it came close to justifying the scorn of those who regarded it as just a flash in the pan.

Markets had shriveled. America's per capita income hit rock bottom. Millions were unemployed. Manufacturing jolted to a standstill. And prices fell sharply.

Result? Manufacturers no longer needed or could afford to maintain large inventories of materials and components. Merchants and distributors were unable to move their goods, nor could they afford to make large scale purchases of consumer items. Inventories had to be held down. Yet, **SOME** goods had to be sold daily and some new products manufactured or both producer and merchant would go bankrupt.

To a large extent, therefore, neither commerce nor industry could afford to buy or ship raw materials and finished products in carload lots—much less trainload lots. The railroads, for

their part, could not furnish the service needed on small shipments.

Under these circumstances, which mode of transportation could move the minimal amount of goods being shipped most effectively? The answer, for many firms, was motor freight.

Trucks were available. Highways, moreover, were fairly adequate by the Thirties.

Motor freight could provide shippers or buyers, crippled by shrunken credit and a strangled market, with a number of benefits. For one thing, it would let them ship or receive in small lots. Thus, operating on a hand-to-mouth arrangement, they could keep their inventories down and sell what they had on hand, before making fresh purchases.

Trucking fit in perfectly with this Depression-type operation. Truck owners could always be found to haul small loads of goods to any point. They could pick up and deliver these small shipments just as often as the receiver was able to buy and dispose of them.

Consequently, for some time during the Depression, things looked unusually bright for the country's truck



Way back in 1920, this truck set a new speed record for a coast-to-coast run. Its time? A rip-roaring 13 days & 5 hours.



Moving motor freight into high gear called for great men, endowed with drive, vision, and confidence. These men were among trucking's ablest leaders in the Thirties. Left to right: L. F. Orr; Ted V. Rodgers; Joseph B. Eastman; and Ed Brashears.



Able and determined, this trio played an all-important role in pulling motor freight out of the doldrums and sending it on its way to the status and respect it commands today. From left to right: Maurice Tucker; Ted V. Rodgers; and John Keeshin, right.

No roster of early trucking leaders would be complete without the men in this photo. Front, left to right: L. Benton; H. D. Horton; T. V. Rodgers; G. B. Holman; F. G. Dorsey. Rear, left to right: G. R. Ward; J. B. Godfrey; H. E. Sheridan; F. Flanagan; W. F. Carey; M. B. Emerson; A. Meyers; J. Wilkinson; Judge B. J. Winchester; C. G. Moore; and John V. Lawrence.

Group photos courtesy of ATA, Inc.



operators. One result: a soaring number of for-hire truckers. Anyone could buy a truck for between \$200-300 down. If he needed a special trailer body, he could have it produced locally, again with a minimal expenditure.

Outcome: thousands of unemployed workers—unable to find another source of income—moved into the motor freight industry.

Then the inevitable happened. One particularly enterprising truck operator would discover that he was making money hauling a certain commodity between two points. Determined to boost his income, therefore, he bought another truck and hired a driver.

In time, the driver himself would save a little money—enough to put a down payment on a truck. He proceeded to open his own truck line and, as his business grew, employed a driver. What happened was a tremendous splintering movement and the arrival on the motor freight scene of many thousands of new, small truck operators, most of whom had not been in the industry previously.

during the Depression

Shippers, of course, grasped the situation almost immediately. Hard-pressed to survive the Depression, they bargained among truck operators to drive highway shipping charges down—down—down! Finally, cut-throat competition forced motor freight charges so far down that truckers were no longer making a profit. Adding to the chaos in the industry: the fact that a growing number of shippers had lost confidence in the ability of motor freight to perform the services they required—even though their determination to drive transport costs down had played an important role in fostering the deterioration of highway service.

There was still another element contributing to the downfall of many a truck operator. That element? Poor or no accounting controls. Truckers maintained their offices in their heads. They were unaware of hidden costs; made insufficient or no allowance for depreciation; and failed to keep close tabs on vehicle replacement, general overhead, registration, and insurance costs. And they certainly made no provision for expansion or future capital investment.

What happened? What had to happen. Vehicles fell apart. Service hit a new low. Breakdowns and delays became commonplace. So did accidents. Countless truckers suddenly found themselves with their back to the wall. And unable to meet their debts, they went bankrupt.

And still that wasn't all. Another problem also beset the nation's fledgling truck industry—one that plagues it even today. That problem? A determined policy of non-cooperation and destruction of competitors, launched

fact that motor freight regulation, on a national scale, was non-existent. There was no uniformity in laws governing speed; size; weight; allowable load limits; rates; taxation; or the construction of highways.

Some states moved to establish a degree of regulation within their borders. But even this limited regulation was crushed by a 1925 decision of the U.S. Supreme Court. Ruled the High Court: "The regulation of trucks and freight moving in interstate commerce is not within the powers reserved to the states."

Luckily, motor freight had developed a growing array of brilliant, energetic proponents. These men recognized that trucking was doomed if chaos was permitted to reign much longer. They saw the need for Federal regulation. What's more, they believed such regulation inevitable.

In October, 1932, they swung into action. The American Highway Freight Association was established, with J. L. Keeshin as president. (He was succeeded by Ted V. Rogers, who was destined to become one of the national trucking industry's outstanding figures.)

The Association represented trucking. But it suffered from youth and a lack of authority to speak for all motor freight carriers. Consequently, it was unable to make its voice properly heard on Capitol Hill.

trucking's early leaders

Numbered among the early leaders in trucking's drive for unification and Federal regulation were: Mr. Keeshin; E. J. Buhner, later president of the American Trucking Associations; Robert A. Anderson; William E. Humphreys; and Leland James. Federal Coordinator of Transportation Joseph B. Eastman—considered one of the nation's foremost transport authorities—likewise believed strongly in the need for regulation legislation.

Spring, 1933, rolled around. The Depression was at its blackest and motor freight was slipping fast. Under these bleak circumstances, Mr. Keeshin summoned the first really national meeting of the trucking industry. Place: Chicago. Participants: the leaders of the American Highway Freight Association. Purpose of the meeting: to enlarge the AHFA to encompass state associations.

Unfortunately, the assembled members held different opinions. Some walked out of the meeting and eventually established a rival group—the Federated Trucking Association of America—in August, 1933. John W. Blood was its first president.

Truck operators found themselves



W. B. Frantz

and pursued vigorously by the railroads.

In trucking's earlier years, the rails had looked on highway transportation with disdain—as an elephant looks at a flea. But with the growth of motor freight, they began to take a more and more active interest in intercity trucking.

Basically, they made no real effort to enter highway transportation, although no barriers preventing them existed at the time. The railroads followed another tack. They refused to cooperate with trucking and inaugurated their traditional tactic of attacking motor freight, directly and indirectly.

The nation's railroads filed reduced rates to destroy highway shipping—and, in many instances, succeeded in wiping out motor freight carriers. They pressed for state legislation restricting truck load limits and sizes to a ridiculously low point, one at which continued operation was unprofitable. They urged—and legislatures passed—tax measures burdening truck operators severely.

Under a full head of steam, the railroads didn't stop here. They engaged in below-the-belt campaigns to discredit trucking as a nuisance and as a menace to the motoring public. What's more, after originally backing the movement for better roads—designed to feed their lines—they did a complete flip-flop. Their new line: highway transportation was enjoying an unfair subsidy because it was using roads paid for by the general taxpayer.

Pressed, harried, disenchanted, motor freight crumbled. Chaos held sway. The whole industry was in serious trouble and disaster lay just around the corner.

Added to these difficulties was the

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"In 1916, there were 200,000 trucks in use. Just 14 years later, the number had jumped to 3.5 million. Today's force? 11 million."

supporting one or the other organization. Some belonged to both. Instead of moving motor freight forward, the tragic meeting of the AHFA had severely weakened an already anemic trucking industry. Unity was smashed. Now there were two groups, instead of one.

In the meantime, however, in June, 1933, Congress passed the National Recovery Act. Purpose of the act: to stabilize and revivify all business by establishing **Codes of Fair Competition** for various segments of commerce and industry.

Trucking was required to submit such a code, applicable to all its members. This was an opportunity welcomed by many motor freight leaders.

proposed: 90 codes

At first, though, the independence—so typical of those early truck operators—threatened even further confusion. Some 90 different Codes were proposed to the NRA. Eventually, these were reduced to two Codes, one submitted by the AHFA and the other by the FTAA.

NRA administrators refused—and rightly so—to accept two codes. They demanded that motor freight produce one code covering all operators. If not, warned the NRA, it would impose one on the industry, whether truckers liked it or not.

Prestol This was the final condition needed for complete unification of the industry.

In the midst of the turmoil of preparing a single code, leaders of the two major trucking groups met in Washington. Wisdom at last prevailed. Leaders of the FTAA and AHFA agreed to join together in one national organization. The name of the new group: the American Trucking Associations.

On October 1, 1933, the ATA swung into action. Making its GHQ in Washington, it utilized the small combined staffs of the two parent organizations. Ted V. Rodgers served as the ATA's first president; John W. Blood, as its vice president; and Walter W. Belson, as its secretary. Prime aims of the new group: to educate its members in safety practices; in law; and in other facets of good trucking. Most important of all, the ATA dedicated itself to advance the interests of the trucking industry as a whole.

Finally, it had come to pass! Now

there was one cohesive organization to serve as the official voice of motor freight.

Trucking leaders, however, had no time to pat themselves on the back for the achievement of unification. They had a major job they had to face immediately. That task? The preparation of an industry Code of Fair Competition.

Mr. Rodgers was promptly chosen by the industry as National Code Chairman, while William E. Humphreys became the industry's first treasurer of the code authority. Working on the new code were: Mr. Rodgers; Frank C. Schmidt; Fred Nelson; C. S. Reynolds; Walter Belson; and various members of the ATA staff. An outstanding member of this staff: John V. Lawrence, who had been associated with the FTAA, and was serving as assistant manager of the ATA.

In February, 1934, the ATA submitted its code to the NRA. The NRA approved it and it went into effect.

The Code helped forge a unity unparalleled in the trucking industry. What's more, under NRA the industry generally achieved some sense of responsibility and a greater degree of stabilization. All for-hire motor carriers were given 30 days (after May 14, 1934) to register with the agencies established by the National Code Authority.

Now motor freight—after years of frustration and near disaster—was beginning to hit its stride. In October, 1934, the first national convention of the ATA was held in Chicago. It was attended by some 400 delegates and proved to be highly successful.

Despite the industry's new unity, however, one major problem still stood as an obstacle to its growth. This was the lack of effective rate regulation.

Although many trucking leaders had hoped for it, regulation had not been achieved under the terms of the National Recovery Act. This led trucking leaders to look toward specific Federal legislation, designed to establish regulation, as the answer. A big switch for trucking? You bet it was! Previously, the industry as a whole had certainly not favored the move.

Mr. Rodgers perhaps summed up the meaning underlying this shift in a speech, a short time afterward. His analysis: "It's become obvious that trucking is not just a 'flash in the pan.' As a result, far-seeing truck operators and shippers now recognize that Federal regulation, no matter when it comes, is inevitable."

The "inevitable" described by Mr. Rodgers was hastened, on May 27, 1935, when the Supreme Court held the National Recovery Act—as written—uncon-

stitutional and void. Now Federal regulation of trucking on a firm, constitutional basis became a "must."

A conference of industry leaders and government officials convened in Washington on June 17-18, 1935. Bluntly, the ATA—on behalf of the trucking industry—demanded Federal regulation. Active in initiating this step were: Mr. Rodgers; Mr. Lawrence; Harold S. Shertz; James Murphy; Edward S. Brashears; H. D. Horton; Mr. Belson; L. A. Raulerson; Percy F. Arnold; and John Blood. Others pushing for regulation: Chester G. Moore; Frank C. Schmidt; E. J. Buhner; Mr. Anderson; Mr. Humphreys; and William G. Fitzpatrick.

On the Interstate Commerce Commission side, Coordinator Eastman, John L. Rogers, and Charles Morgan lent their badly needed support.

The draft language of the proposed legislation was the work of Mr. Eastman. ATA Executive Committeemen analyzed it and proposed 63 amendments. Some 56 of these were accepted by Mr. Eastman.

Wheeler, Rayburn—& Truman

Presented to Congress, the bill found strong support. In the Senate, Senator Burton K. Wheeler—then Chairman of the Interstate and Foreign Commerce Committee—backed it. So did an up and coming Senator from Independence, Missouri. His name? Harry S. Truman. On the floor of the House of Representatives, meanwhile, the bill was supported by Representative Sam Rayburn and Representative George Sadowski.

Three months after the death of the NRA, the campaign thundered to a close. The Motor Carrier Act of 1935 became law, as Part II of the Interstate Commerce Commission Act. Regulation was attained!

Charged with the task of administering the law, the ICC called on all truck operators to register, in order to protect themselves. The ATA also alerted trucking organizations to the provisions of the act and urged them to register.

All told, some 87,000 applications were received by the ICC. Since most of them were not subject to the provisions of the Act, however, the number registered initially was reduced to 30,000.

Although this regulation of motor carriers was more comprehensive than that for railroads, there were the usual birth pangs. Extensive rate cutting was one of the worst.

With all registered carriers required to publish their rates, competitors could

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ATA's first president and vice president: T.V. Rodgers and J. W. Blood.

readily learn them. Many yielded to the temptation to hark their own accordingly. This early reaction soon became so bad that the ICC was forced to issue minimum rate orders covering the various freight territories.

The desired effect was achieved. Slowly, the industry stabilized.

Another headache stemming from regulation was the advent of illegal carriage—still plaguing highway shippers today.

For the most part, though, the immediate effect of regulation was beneficial. Motor freight was on its way to its current status as the nation's foremost method of surface transportation.

The scope of motor freight regulation is certainly well known to traffic and transportation executives. Still, a brief review might be in order here.

aims of regulation

As expressed by Mr. Eastman, the aims of regulation were:

- preserving the inherent advantages of the trucking industry.
- fostering sound conditions.
- promoting adequate highway service.
- establishing effective safety regulations for all interstate motor carriers.
- creating a pattern of economic regulation for for-hire truck operators.

Thus, today, there are five broad areas in which trucking and highway shippers feel the impact of the Motor Carrier Act of 1935.

Under the provisions of the Act, a for-hire truck operator must be authorized to do business under a certificate or permit, on the basis of public convenience and necessity. In other words, he must demonstrate a need for his service on the route or in the area in which he plans to operate. Effect: the elimination of needlessly duplicative services.

The for-hire operator must also furnish proof of his ability to perform the service he is offering. Effect: the elimination of the unstable or incapable operator.

In addition, rate schedules must be published by the operator. These must be adequate, in order to provide enough of a return to keep him in sound financial condition. Effect: ensuring that the operator can provide the highway service needed by the shipping public.

To achieve this end, machinery is constantly in operation to prevent destructive rate cutting, designed to ruin a competitor whose services are needed by the shipper or, conversely, which might be intended merely to protect the existence of an operator whose service was not required. To further backstop responsibility, truck lines are required to appoint agents in each of the states in which they operate, who receive legal service on their behalf.

For-hire truckers, moreover, are required to maintain proper accounting procedures and to make periodic and annual reports to the ICC. Effect: putting motor freight on an efficient, economical, sound fiscal basis.

In short, under the terms of the Motor Carrier Act of 1935, motor freight carriers have become responsible to the shipper and general public; have been encouraged to boost the efficiency of their operations; have made greater profits; and have been placed on a more stable plane. Another benefit: an end, to a large extent, to cut-throat competition.

Naturally, as with all legislation, regulation has never operated flawlessly. There are long delays in obtaining ICC decisions. There is also a general feeling that the ICC is occasionally too lenient in granting rights, particularly to the railroads for the extension of truck service or the establishment of selectively lowered rates.

Nevertheless, it is a tribute to the Motor Carrier Act that many of its provisions have been adopted and are being utilized by the various states for their own systems of regulation.

What has been the overall impact of regulation on highway transportation? How has the Motor Carrier Act affected shippers?

The facts speak for themselves. Prior to 1935, motor freight was a floundering, disorganized industry, operating under near-chaotic conditions. Since the establishment of regulation, however, it has surged forward to new heights of efficiency; provided shippers with the most effective and flexible form of surface transportation available; and grown to the stature of an industrial giant.

When regulation went into effect, there were just over 3½ million trucks in the U.S. Last year there were more than 11 million—and they hauled three out of every four tons of freight transported from point-to-point in the country. In fact, the total tonnage carried by motor freight annually now amounts to more than 42% of the national total and more than 50% of the national total in value of service.

Shippers? They're becoming more sold on highway transportation. They like its speed, dependability, and efficiency. They especially like its low loss and damage rate—a rate far better than that of the railroads.

Evidence of this increasing confidence in motor freight on the part of shippers: intercity ton-miles carried by all trucks skyrocketed from less than 33 billion in 1939 to 260 billion in 1958. The percentage of inter-city ton-miles racked up by trucks has doubled in the past decade. It now amounts to well over \$4 billion in the for-hire classification alone.

Trucking concerns are becoming bigger and more financially sound. A mounting number are offering stock to the public. Investment in individual Class I and II motor freight lines hit a national average of \$411,478 in 1957. 1944's average: \$79,000.

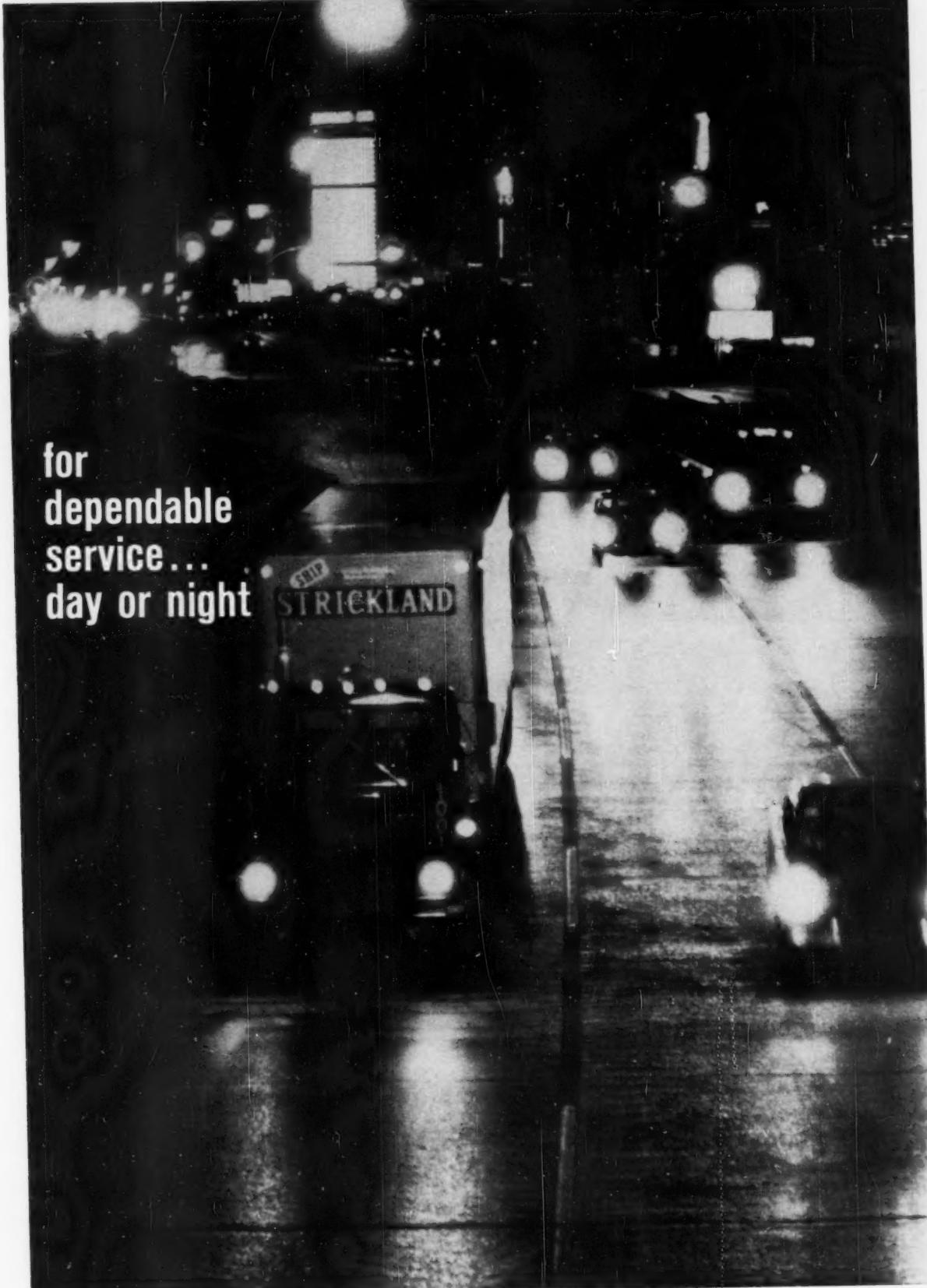
Since the passage of the Motor Carrier Act, the ICC has twice reclassified truck lines. The gross annual revenue of a Class I carrier today is \$1 million-plus, as compared with \$100,000-plus in 1950.

Finally—and this point is extremely significant—the overall growth of trucking has actually progressed at a faster

TED V. RODGERS 1888-1960

As we go to press, we have just received word that Ted V. Rodgers, one of motor freight's foremost leaders, has died.

Trucking will forever be indebted to Mr. Rodgers for the inspiration, courage, and vision he brought to the industry when it needed it most—during its formative years.



for
dependable
service...
day or night

GRIP
STRICKLAND

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October, 1960

rate than that of America's Gross National Product.

The development of trucking, since the passage of the Motor Carrier Act, has enabled it to keep pace with surges in the nation's economy. As a matter of fact, motor freight's growth has facilitated the outward movement of our fast growing population and the dispersion of modern industry.

Trucking could not have achieved this without proper and efficient business methods. Since these are required of the industry, by the Motor Carrier Act, it is logical to assume that regulation has been the foundation of trucking's soaring contributions to the economy of the U.S.



Walter Belson

Highway transport today is widely considered as the nation's most vital shipping mode—not only in peacetime,

but in time of war, as well. Since the end of World War Two it has grown so amazingly that it may well be the ONE indispensable transport method in war.

How, then, has the Motor Carrier Act effected highway transportation? The conclusion is inescapable. Regulation has enabled the dynamic and far-sighted trucking industry to move up to its present position and status.

However, if further evidence—attesting to the importance of regulation—is needed, one has only to study the all-out effort of the nation's railroads to infiltrate the trucking field on a large scale and their varied attempts to take it over entirely.

Prior to the Motor Carrier Act of 1935, the rails could have entered motor freight on a broad front. There was nothing to prevent them from doing so. At that time, however, they were completely disinterested in the prospects of highway transportation. Consequently, they stayed out of the field.

Today, a quarter of a century after the passage of the Motor Carrier Act, however, the railroads have had a change of heart. Now they covet the business of intercity trucking. They want to take over highway transportation so badly that they will stop at nothing to achieve their aims. As a result, they are spending unlimited sums of money, countless man-hours, and energy which might better be spent in solving their own problems on schemes and campaigns to obtain authority for control of trucking.

What better proof could be presented, attesting to the beneficial effect of regulation on motor freight!

... traffic news ...

Two Consolidated Freightways appointments: **F. R. Roby**, as Director of International (Atlantic) Freight Sales, and **J. Drury**, as CF's import-export representative in Chicago . . . The Fruehauf Trailer Company has named **J. Tiffany** to the post of New York State Used Trailer Manager . . . **J. W. Greene** has joined the staff of Northwest Orient Airlines as assistant director of tariffs . . . **M. Racioppo** has been elected president of the New England Chapter, Society of Packaging and Handling Engineers, for 1960-61.

E. A. Kelloway has been reelected president of the Watson Bros. Transportation Company. New officers, include: **M. D. Livengood**, vice-president-treasurer; **J. L. Bunce**, vice-president-secretary; and **P. A. Kelloway**, assistant secretary-treasurer. Reelected assistant secretary-treasurer and comptroller: **B. Schaefer**.

Newly elected directors, meanwhile, include **E. C. Johnson**; **P. W. Janss**; **Mr. Bunce**; and **J. H. O'Connor**. Reelected

directors: **E. A. Kelloway**; **R. E. Watson**; **E. M. Hunt**; and **M. D. Livengood**.

Good luck to **G. F. Tozzoli**, recently selected as Director, Transportation Section, New York World's Fair of 1965-65. Mr. Tozzoli's assignment: to oversee the design, construction, and operation of the Fair's projected 80-acre transportation exhibition area . . . **F. G. Cartlidge** has been appointed eastern general traffic manager by the Colorado Iron & Fuel Corporation. Also promoted: **T. W. Sandhoff**, to traffic manager of Colorado Iron's Roebling's Sons Division.

D. J. Hartwell has been appointed director of press relations by the American Management Association . . . Named traffic representative at Branch Motor Express' Providence (R.I.) terminal: **F. H. Bond** . . . Make a memo! The Fibre Drum Manufacturers Association is in the process of closing down. Reason? "Inadequate participation and representation."



RYDER TRUCK LINES^{INC.}

...operate to your advantage

in these ten Eastern
and Southern states:

- Virginia
- Florida
- North Carolina
- Alabama
- South Carolina
- Mississippi
- Tennessee
- Louisiana
- Georgia
- Texas

RYDER TANK LINE^{INC.}

...serves the above ten states
plus:

- Oklahoma
- Kentucky
- Kansas
- West Virginia
- Nebraska
- Ohio
- Minnesota
- Pennsylvania
- Iowa
- New York
- Missouri
- New Jersey
- Arkansas
- Delaware
- Indiana
- Maryland

...and the District of Columbia



DIVISIONS OF RYDER SYSTEM



equipment

*...is a subject on which
every trucker worth his*

*salt has an opinion. Ryder wanted more than opinions. So they set up a testing center that gives them facts. These facts tell Ryder what trucks, tractors, trailers, component combinations, etc. perform best under various hauling conditions. So, road delays are slashed. Shipments ride easier. Service is faster, safer, more efficient . . .
IT'S JUST ANOTHER REASON SO MUCH GOES RYDER.*

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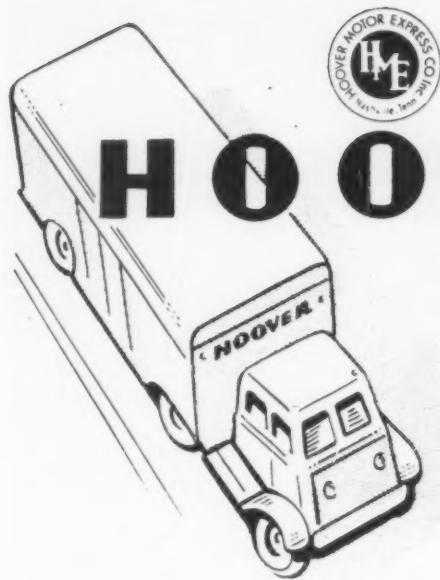
October, 1960

RYDER TRUCK LINES INC.
BOX 2408, JACKSONVILLE, FLORIDA



**RYDER
TANK
LINE INC.**
GREENSBORO
N. CAROLINA

DIVISIONS OF RYDER SYSTEM



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HOOVER MOTOR EXPRESS CO., Inc.

General Offices

P. O. BOX 450

NASHVILLE, TENNESSEE

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R. L. Rickenbacher, Ringsby Truck Lines Transportation methods engineer, has been elected president of the American Material Handling Society's Denver Chapter . . . Named United Air Lines ground services manager at New York International Airport: **K. Hayden** . . . **V. C. Messer** has been upped to the post of traffic manager by the Frigidaire Division, General Motors Corporation.

Appointed Japan Air Lines cargo sales representative for the carrier's eight-state San Francisco district: **D. Suzukawa** . . . New president of the Ohio Barge Line and the Warrior & Gulf Navigation Company—both U.S. Steel subsidiaries—is **M. Splading Toon**. He succeeds **H. A. Guthans**, who recently retired after 33 years with the water carriers.

Two important developments at the Port of New York Authority! **H. S. Weels** has been named assistant manager of the port's trade development office in London, while **L. F. Zwartverwer** has been appointed assistant manager of the Port of New York Authority's Continental Trade Development office in Zurich . . . **N. H. Gunderson** has been elevated to the position of manager of the Mid-States Gummed Paper Division, Minnesota Mining & Manufacturing Company . . . Added to the sales staff of the Denver Chicago Trucking Company's Syracuse terminal: **F. Whitehead**.

INI Airlines, Argentina's fledgling airline, has picked **T. P. Doherty** as its regional manager for the U.S. Northeast and Midwest. His GHQ: 11 West 42nd Street, New York City . . . Two appointments in International truck's northwest sales region: **C. A. Suss**, as supervisor of truck parts and service merchandising in the area, and **L. R. Propper**, as assistant district manager in Des Moines.

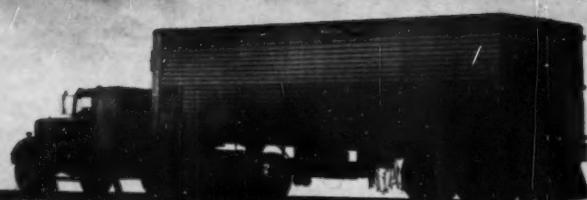
A. E. Crowe, Vet Vans of Virginia, has been elected president of the American Movers Institute. The organization recently held its first annual meeting in Washington. Other officers: **H. C. Owings, Jr.**, Trans-Vans, vice president; **L. J. Sloan**, Sloan's Moving and Storage, secretary; and **J. Bittenbender**, American Storage, treasurer.

Postponed: the University of Minnesota's first annual Seaway Institute. Originally slated for September 12th-16th, the Institute has been rescheduled for January 16th-18th. Why? "Because of the pressures of the current shipping season," explains **R. W. Darland**, Provost, University of Minnesota-Duluth campus . . . **R. P. Schully** has been named sales representative for Gordons Transports, Incorporated, in Baton Rouge, Louisiana . . . Appointed sales manager-containers by the Sparton Railway Equipment Division, Sparton Corporation: **L. L. Jones**.

Lufthansa German Airlines has a new System Cargo Manager. Name: **H. F. Klumpp**, GHQ, Cologne, Germany. As-

Shipping Management — National Hi-Way Shipper

CARRYING A COSTLY LOAD OF INSURANCE?



TRUCK INSURANCE EXCHANGE Offers Money-Saving Rates, Broad Coverage, Better Service!

Truck Insurance Exchange, a member of FARMERS INSURANCE GROUP, can lighten your insurance load—increase your profits. It is the largest casualty insurer of commercial vehicles in the nation; has proved it is the finest insurance for operators of one truck or a fleet.

- **BROAD COVERAGE**—One efficient policy includes the following coverages: Cargo, Premises Liability, General Liability, Products, Vehicle. Tailor-made policies to fit individual needs.
- **SAFETY ENGINEERING**—Trained Safety Engineers patrol the truck lanes of the country in radar-equipped cars, re-route trucks, electronically check speed. They provide Safety Bulletins, conduct Safety Meetings, and inspect

terminals. This outstanding service is FREE.

- **NATIONWIDE CLAIMS SERVICE**—In addition to your local Farmers Agent, nine Regional Offices are centrally located throughout the country. No need to deal with a far-off east or west coast Home Office.
- **LOW RATES**—Rates are low because a Safety Engineering Program actually reduces accidents. Additional savings in time and money are yours with broad coverage in one policy, nationwide Claims Service and up-to-the-minute office procedure.

Call in the Truck and Business Insurance Specialist from your neighborhood FARMERS INSURANCE GROUP office. You'll find it listed in your phone book.

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FAIR
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While at the A.T.A. Convention join us for orange juice in the Palm Room, Waldorf Astoria and see the New York skyline.

October 17-19
8-11:30 AM

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Home Office, 4680 Wilshire Blvd., Los Angeles 54, California

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October, 1960



the man from
CENTRAL
CENTRAL MOTOR LINES

**EARNS
YOUR
TRUST**

*With Notarized Selling of a
dependable, single-line service
offering Important Coverage of the Carolinas*

You can have confidence in the Man from Central . . . he's trained to deal in the facts you must have before you can make a proper transportation decision.

Because the facts prove Central a dependable motor carrier of *all-size* shipments, the Man from Central sells from *notarized*, up-to-date, performance control records.

Ask to see Central's internal records of performance. See how Central's superior service can enhance your Company's production and marketing picture.

Yes, you can have confidence in the Man from Central . . . he *earns your trust* by proved performance.



LINKING THE CAROLINAS WITH THE EAST AND WEST
CENTRAL MOTOR LINES, INC. General Offices: Charlotte 1, N. C.

ON TIME

95% of all Central Shipments

A Notarized Performance Fact

OPERATING DEPARTMENT CENTRAL MOTOR LINES - CHARLOTTE						
Cumulative On-Time Service Report -			Period Ending April 30, 1959			
	East - 2nd day	West - 3rd day	South - Overnight			
	On-Del'd Time %	On-Del'd Time %	On-Del'd Time %			
Asheville	749 95	396 71	642 93	93		
Augusta	727 93	728 73	620 93	96		
Baltimore	467 92	94		94		
Charleston	723 93	1017 74	346 92	93		
Charlotte	473 95	504 87	827 94	97		
Chicago	1500 93	1420 90		93		
Cleveland	1614 95	1567 97		97		
Columbia	1240 93	1262 96	746 92	98		
Durham	1000 93	1079 95	621 92	96		
Florence	1021 97	842 100	1023 100	94		
Greensboro	2732 924	5103 100	4038 100	99		
Greenville	2405 103	1796 100	2274 100	97		
Hickory	890 93	791 90	417 94	91		
New York (Clifton)	7200 942	92		93		
Phila	2000 2002	98		96		
Spartanburg	544 920	97	486 946	97		
W-Salem	966 940	97	562 972	95		
	27204 26025	96	39014 37090	95	14261 13587	95
SYSTEM -	Delivered	80,479				
	On-Time	76,702			95%	

State of North Carolina} SS
County of Mecklenburg

John W. Martin, Director of Operations, being first duly sworn, on oath states that he has personal knowledge of, and is familiar with the information contained in the above statement and that such information is true and correct to the best of his knowledge, information, and belief.

Subscribed and sworn to before me this day of May, 1959.

John W. Martin
Notary Public
My Commission Expires October 7, 1959

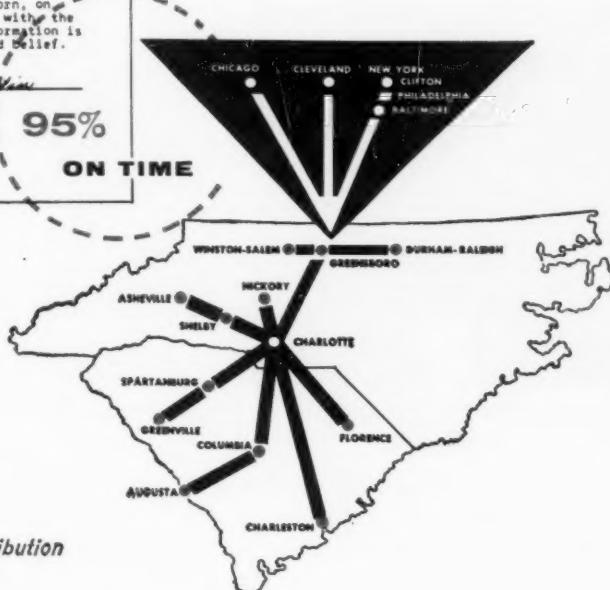
IMPORTANT
COVERAGE OF THE
CAROLINAS
TO AND FROM
THE EAST AND WEST

*There is no substitute for single-line carrier distribution
of all-size shipments from origin to destination.*

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October, 1960

The Man from Central will show you a notarized Cumulative Service Report detailing on-time records at each of our terminals. Here are accurate records that permit you to plan and schedule shipments on a proved delivery basis. Small shipment or volume shipment... you can have confidence when you route Central... superior performance is a matter of record.



CAR LEASING is the ANSWER to all your fleet needs!

- FREES capital
- ELIMINATES repairs, maintenance, insurance
- SAVES time and effort
- BOOSTS company prestige, employee morale
- SIMPLIFIES tax problems

and...

thru COMMERCIAL LEASING IT COSTS YOU LESS TO LEASE BRAND NEW 1960 AUTOMOBILES IN THE CHICAGOLAND AREA

COMMERCIAL LEASING

5711 S. Western Avenue
Call PROSPECT 8-0900
Ask for Mr. Walter

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OVERNIGHT SERVICE CHICAGO

TO SIOUX CITY OR OMAHA
2nd MORNING TO DENVER



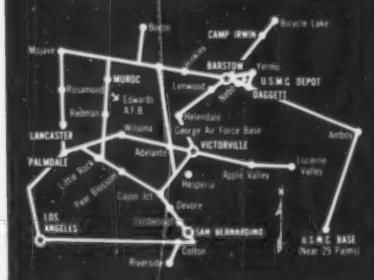
INDEPENDENT TRUCKERS, INC.

General Offices:
OMAHA, NEBRASKA

CHICAGO TERMINAL — DANUBE 6-4211

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SERVING THE DESERT AREA



VICTORVILLE - BARSTOW TRUCK LINE

General Office:
LUDLOW 3-4211

2055 E. 27th St., Los Angeles 58

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signment: directing Lufthansa's sky freight operations, currently covering five continents . . . M. O. Trout has rejoined Husmann & Roper Freight Lines' sales staff.

Acquired by the United Container Company; the Bicking Paper Mills of Downingtown, Pennsylvania. Bicking will continue operations as a division of United, retaining its own name. Appointed vice president of Bicking: F. J. Keating. His newly appointed chief aide: D. A. Cumfer, who will serve as Bicking's general manager . . . A. E. Greene has been selected as general manager of the New York division of Inter State Express—Ringby Truck Lines' freight forwarding subsidiary.

Recently named to the Board of Directors of the Emery Air Freight Corporation: J. J. McNulty and J. C. Emery, Jr. Mr. Emery is Emery's vice president—sales; Mr. McNulty, the firm's vice president—operations . . . New Denver Chicago Trucking Company general traffic manager is J. F. Sloan. Assistant TM: R. Gates . . . N. Albin, president of the Triangle Container Corporation, and D. C. Shepard, Jr., general manager of the Menasha Container Division, Menasha Wooden Ware Corporation, have been reelected Fiber Box Association directors.

Changing Patterns in Transportation were analyzed in depth by W. B. Frantz, president, American Trucking Associations, at a recent meeting of the Women's Traffic Club of New York. The occasion: a special Motor Carrier's Night . . . Republic Van and Storage has named J. R. Fitzwater to head its Menlo Park (Calif.) operation . . . Coming up: a new motion picture, highlighting the transportation industry's vital contributions to the nation's economy and defense. Producer: Southern Illinois University. Acting in an advisory capacity: the National Defense Transportation Association.

Named chief engineer of advance design by the Fruehauf Trailer Company: A. F. Hulverson . . . Important appointments by the Strickland Transportation System. T. D. Murphy has been named division sales manager for the east coast and E. D. Howard has been appointed sales manager for the carrier's bustling New Jersey district . . . Still growing by leaps and bounds, the Signode Steel Strapping Company, Chicago, has acquired the Service Paper Company and the Addison-Semmes Corporation . . . Elected to the Board of Trustees of the ATA Foundation recently: J. A. Ryder . . . D. Merrick has been added to Delta Lines' Los Angeles terminal sales staff.

Featured speaker at last week's 49th Annual Convention of the American Association of Port Authorities was the Honorable George Hess, Canada's Minister of Transport . . . A. J. Moore has been appointed to oversee Lufthansa German Airlines' cargo activities in Central Texas . . . J. W. Briggs has been appointed manager of the International

truck sales district in Los Angeles. Assistant district manager: J. R. Singer.

Promoted to the newly-created post of Assistant Director-International Services at the Raytheon Company: T. J. Kelly . . . A. W. Schuett, Jr., has been added to the sales staff of the Denver Chicago Trucking Company's Chicago terminal . . . Selected as chairman of the ATA Council of Safety Supervisors' 1961 program committee: F. S. Lake, the Interstate System's safety director . . . C. S. Steinwedel has been appointed Carpenter Steel's manager of warehouse operations.

Joining the sales staff of the Denver Chicago Trucking Company's Syracuse terminal is G. Whitehead . . . Big doings at Brady Motorfreight! A. Rand has been added to the carrier's Chicago sales office and R. O. McGinnis to its Kansas City sales office. Brady has also named D. Brown as manager of its Des Moines terminal and R. Benolken as terminal manager in Kansas City. Other shifts: E. Perton, to manager of the Strateline Commodity Division; R. Trainer, to director of methods and procedures; E. Theismann, to the St. Louis Strateline Commodity Division, as manager; and R. McKeage, to the post of district sales manager in St. Louis.

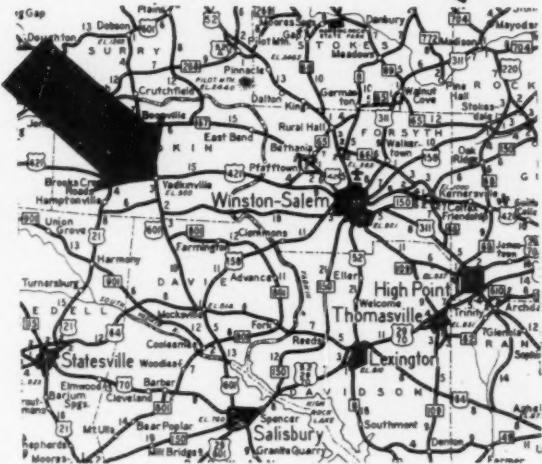
Interstate Motor Lines has upped F. S. Ball to the post of San Francisco sales manager . . . J. Dicker has been named general sales manager of the Aircraft Dynamics International Corporation's new packaging and freight division . . . Winner of the 11th Annual National Transportation Award is S. D. Bechtel, Chairman of the Board and president of the Bechtel Corporation. His efforts, declares the National Defense Transportation Association, "contributed most to the effectiveness of the transportation industry in support of national security during the past year. The award will be presented to Mr. Bechtel at the upcoming NDTA Annual Convention, slated for New Orleans next week."

Appointed Indianapolis sales representative by the Clark Equipment Company's Brown Trailer Division: G. W. Crist . . . O. O. Orr was recently elected group vice president, eastern operations, and a member of the Board of Directors of the Consolidated Freightways Corporation of Delaware—a wholly-owned subsidiary of Consolidated Freightways.

Newly named Air Express International's Japan sales manager: M. Kobayashi . . . W. A. McLean has been added to the Denver Chicago Trucking Company's St. Louis terminal sales staff . . . W. B. Harrison has joined the Ryder System as executive vice president-finance . . . Highway Trailer Industries has acquired the Weber Trailer and Manufacturing Company of Los Angeles. Purpose? Reports Highway Trailer: "The acquisition was made as a key step in expanding our sales and service effort and inaugurating manufacturing operations on the West Coast."

WHAT ABOUT YADKINVILLE?

820 people . . . 10 manufacturers . . .
tobacco baskets for a great industry . . .
24 miles from thriving Winston-Salem . . .
not a railroad in the county . . .
Important? Yes, most important, both
to the people of Yadkinville
and to the people of Hennis . . .
Here's how we treat them . . .



SERVICE?

Every day, every week . . . Most days there's only a small shipment, and some days there's nothing, but when there is, Hennis delivers . . .

The same consistently good service, village or city . . .

RATES?

Rates to the merchants of Yadkinville are on the same low level as those charged their competitors 24 miles away . . . Hennis plays no favorites---Main stem or back road . . . No rate penalty when you ship via Hennis . . .

ROUTING?

Yes, it pays to route your shipments Hennis, as thousands of our customers, Yadkinville and throughout the country will tell you . . .

Whether your shipping problem concerns Yadkinville or Chicago, New York or Atlanta, Charlotte or Detroit, demand the best . . . 31 terminals to serve YOU!

Serving

Pennsylvania, Ohio, Michigan, Illinois

Maryland, Delaware, New Jersey, New York,

'Servant of Industry'

North Carolina, South Carolina, Georgia, Virginia,

HENNIS

FREIGHT LINES INC.

Specialists in the Handling of Small Shipments

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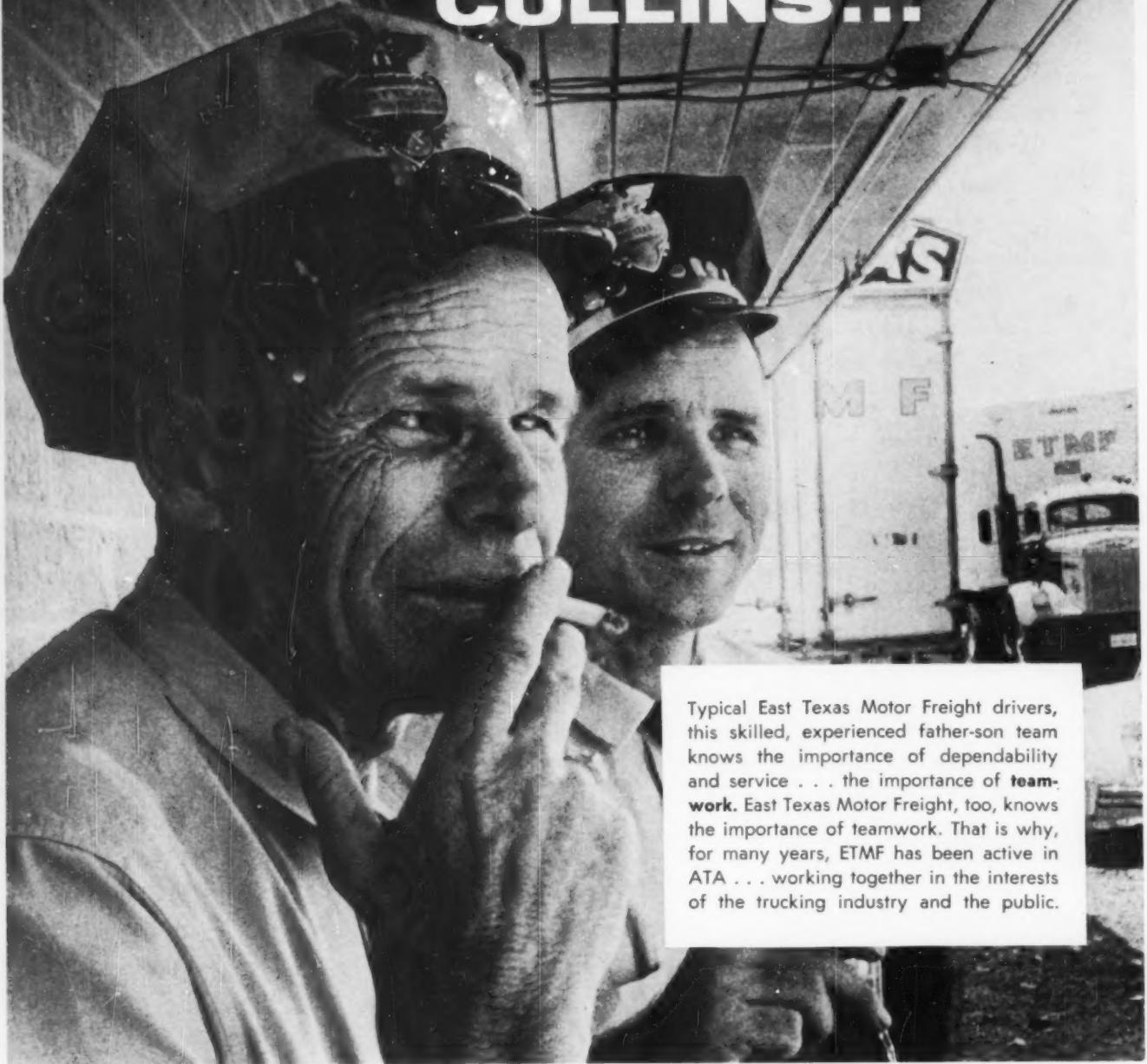
October, 1960

PArk 4-9211

Winston-Salem, N.C.

Box 612

SHELLIE & AL CULLINS...



Typical East Texas Motor Freight drivers, this skilled, experienced father-son team knows the importance of dependability and service . . . the importance of teamwork. East Texas Motor Freight, too, knows the importance of teamwork. That is why, for many years, ETMF has been active in ATA . . . working together in the interests of the trucking industry and the public.

PRINCIPAL TERMINALS

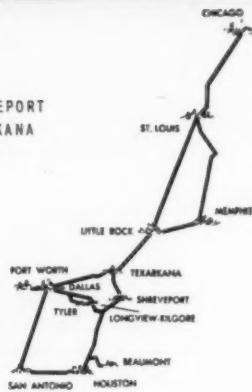
- BEAUMONT
- FT. WORTH
- KILGORE
- LUFKIN
- HENDERSON
- LITTLE ROCK
- MARSHALL
- HOUSTON
- LONGVIEW
- MEMPHIS

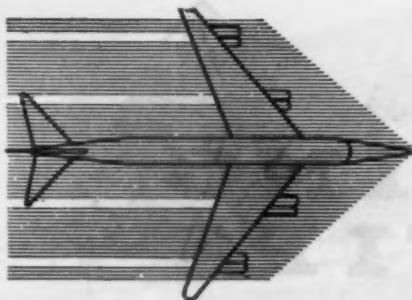
- PORT ARTHUR
- ST. LOUIS
- SAN ANTONIO
- SHREVEPORT
- TEXARKANA
- TYLER

EAST TEXAS MOTOR FREIGHT

"FROM THE GREAT LAKES TO THE GULF"
GENERAL OFFICES • DALLAS, TEXAS

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AIR CARGO NEWS

Flowers, fashions, machinery—plus baby elephants and swans! Everything—but everything—is moving through the air today! So says Delta Air Lines, which has just completed an extensive survey of the different types of cargo it is currently air-lifting from point to point.

Reports John R. Pogue, Delta's cargo manager: "During a typical month, we carry 23,053 individual shipments, adding up to well over 3-1/2 million-pounds. Average shipment weight? 158-pounds.

According to Mr. Pogue, flowers, fashions, machinery, auto parts, newspapers, film, and hardware are routine Delta hauls.

Every now and then, though, the list includes swans and ring-tailed monkeys. And once, Delta's cargo chief proudly points out, "we even transported a baby elephant!"

Bigger, bulkier, heavier items are traveling via air freight all the time. Two recent Goliath sky shipments:

- An electronic computer, tipping the scales at a hefty 13,000-pounds. Manufactured by the Burroughs Corporation, the unit was transported from Los Angeles to Rio de Janeiro's Catholic University of Brazil aboard a Pan American World Airways DC-7F all-cargo Clipper. Transit time: less than a day.

- A massive 19,000-pound ship's propeller shaft, rushed by Seaboard & Western from London to New York, and from there to a disabled vessel, tied up at a dock in Hoboken. Shaft dimensions: 16-feet in length, 15-1/2 inches in width. Delivery time: a sizzling 11 hours.

Northwest Orient Airlines has launched the "fastest air freight service ever afforded the trans-Pacific shipper." Linking New York and Tokyo, the NWA operation utilizes NWA's spanking-new, super-speedy DC-8Cs.

Declares NWA Director of Freight Sales T. R. Nolan: "Our jet service across the Pacific, combined with expedited customs clearance, will provide next day delivery to Japan."

Following the short Great Circle Route,

New York-Tokyo hops will take 16-1/2 hours. Included: ground time at Anchorage, Alaska, the service's single en route stop.

"This is a full 7 hours and 44 minutes faster than any competitive U.S.-Orient flights operating via the mid-Pacific," NWA emphasizes.

Time: within the past month. Event: the debut of the newest in Boeing 707 jets—the compact, intermediate range 720. Carrier: American Airlines.

Reports AA: "The 720 is designed primarily for use on domestic non-stop hops of up to 2,000-miles. It has a cruising speed in excess of 615-miles-per-hour; a cargo capacity of 1,340 cubic feet; and a maximum payload of 40,000-pounds."

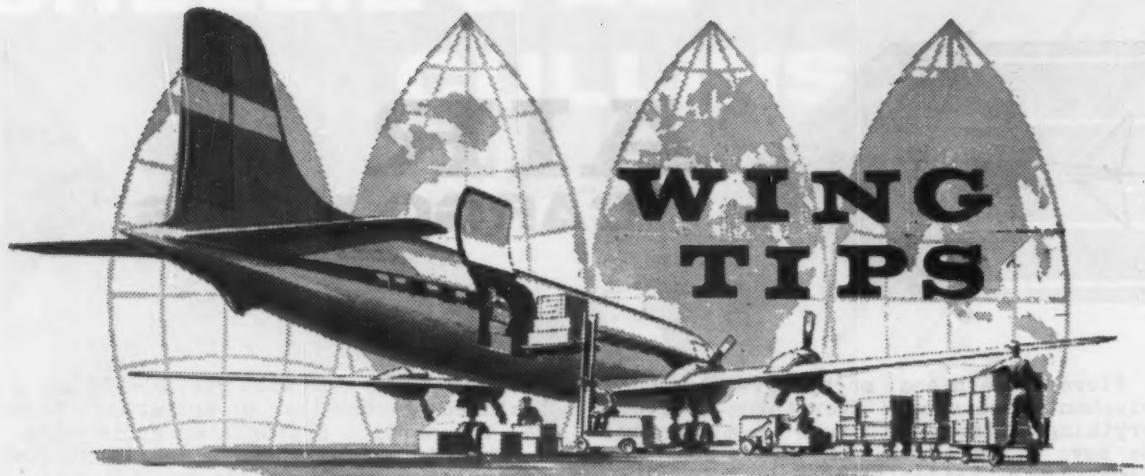
Sabena Belgian World Airlines' high-stepping Jet Lift cargo service is winning an army of new friends all the time. Why? Shippers report it offers them three key advantages. These include: U.S.-Europe flights taking about 6-1/2 hours; pressurized and heated compartments for perishables, drugs, and animals; and a 10,000-pound cargo capacity per jet.

Few sky carriers have risen higher on the roster of major airlines in a shorter time than Japan Air Lines. And few air carriers have moved ahead at a more furious pace in the hauling of sky cargo.

Already a major air freight power, JAL is going all out to boost its standing. It is currently converting two DC-7Cs to all-cargo aircraft and hopes to have these air-freighters in full operation, between San Francisco and Tokyo, by February, 1961.

Temporarily, until its converted cargo-planes are ready, JAL plans to inaugurate twice weekly all-cargo DC-6B flights between the U.S. and Japan. Slated to get underway this month, the service will continue until next January, at which time DC-7Cs will take over.

Great Britain's Airwork and British European Airways have merged to form a new Name: British United Airways



Objective: safeguarding airborne perishables. The British Overseas Airways Corporation's method: a massive new deep freeze and refrigerator at its New York International Airport cargo facility.

Each unit holds up to 5,000 pounds of perishable freight. Freezer temperature is maintained at 0-5 degrees Fahrenheit; refrigerator temperature at 33-38 degrees.

Thanks to its highly effective installation, BOAC is hauling more perishables in and out of Idlewild than ever before. Frozen foods and meats have registered the sharpest rises, with vaccines and pharmaceuticals right behind.

American Airlines has inaugurated one-day jet freight service linking New York-Chicago-Tucson-Phoenix. Arizona-bound cargo leaves New York International Airport at 9 AM and Chicago at 10:51 AM. It arrives in Phoenix at 11:55 AM and in Tucson one hour later. Eastbound freight arrives in Chicago at 6:15 PM and at Idlewild Airport at 9:40 PM.

Hats off to Chicago Helicopter Airways, which recently celebrated its 11th birthday. Currently operating 191 flights daily, the carrier serves a 42-mile triangle encompassing Midway Airport, O'Hare Airport, and Chicago's Loop area. Fleet: seven Sikorsky S-58s and four Bell 47Gs . . . In the offing: daily Middle East Airlines jet hops between London and the Near East. Aircraft: deHavilland Comet 4Cs. Expected service inauguration date: January, 1961.

United Air Lines is now offering DC-8 jet service between Boston, the Midwest, and California. Logan International Airport departures: 11:50 AM daily. Los Angeles arrival time: 3:25 PM (PDT) . . . Launched last week by the British Overseas Airways

Corporation: Rolls-Royce powered Boeing 707 jet service between Chicago, Detroit, and London. Operating twice weekly in both directions, the jets leave Detroit and Chicago on Tuesday and Saturday evenings and London on Tuesday and Saturday mornings.

Off and running is American Airlines' new DC-7F airfreighter service linking key points in the U.S. and Mexico. Operating on a five-times-a-week basis, the hop serves New York-Detroit-Chicago-Dallas-San Antonio-Mexico City. Departure times: Newark Airport, 10:30 PM; Detroit, 1:05 AM; Chicago, 3:45 AM; Dallas, 8:15 AM; San Antonio, 11 AM. Mexico City arrival time: 1:45 PM. Northbound flights, meanwhile, depart from Mexico City at 8 PM and arrive at Newark Airport at 12:44 PM.

Continental Airlines has hacked its air freight shipment minimum charge to \$4. Its previous minimum was based on \$4 or the air freight rate for 50 pounds, whichever was higher . . . United Airlines and Capital Airlines are rushing ahead with their merger plans. Directors of both lines have OK'd the merger and filed an application with the Civil Aeronautics Board. Stockholder meetings, to vote on the plan, are slated for October 14th.

Interest in Canadair's swing-tailed CL-44 turboprop airfreighter is soaring to new heights. Now the Air Force "is carefully investigating the aircraft's potential." One possibility: a forthcoming exchange of U.S.-made jet fighters for Canadian-produced CL-44s . . . We've been asked about the blueprint on last month's SM-NHS cover. What plane does it show? Why, the CL-44, of course!



Fruehauf Is The Standard Of Trailer Value!

Few professional transportation men ever purchase a Truck-Trailer without including the specifications and quality of Fruehaufs in their analysis or comparison. They recognize Fruehauf to be the standard of value. Cost-conscious buyers are becoming increasingly aware that Trailer quality provides operating savings, and hauling profits.

For strength, for thrift of upkeep, for cargo capacity, for operating dependability, for appearance, for trade-in value, for immediate dollar value, specification by specification, the Fruehauf is always far out in front. That's why the men who compare thoroughly usually choose the Fruehauf—for any hauling job there is to do.

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ONLY FRUEHAUF PROVIDES HIGHEST EQUIPMENT VALUE PLUS FINANCING, LEASING, AND NATIONWIDE SERVICE
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October, 1960



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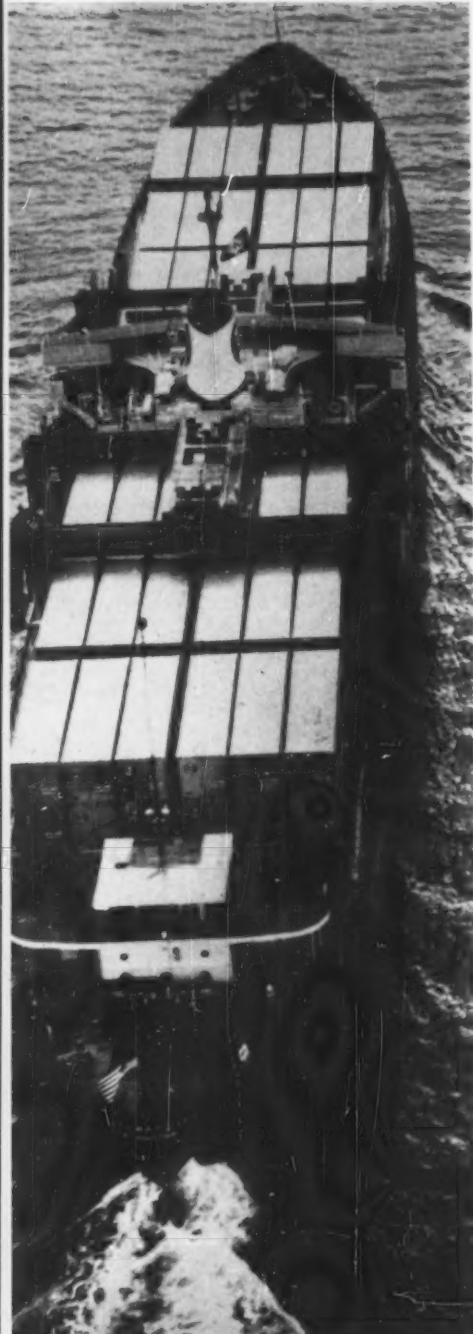
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WHY TMs ARE "SOLD" ON LAND-SEA SERVICE



"Fishyback hacks packing costs, pilferage, loss and damage."

Dynamic, progressive, and constantly on the lookout for super-efficient techniques and equipment, geared to facilitate the handling and transport of waterborne freight! That's land-sea containerized shipping today.

How do traffic executives like the service? What do they regard as its key assets? And what, in their estimation, is its potential?

Typical of the mounting number of TMs around the country who are "sold" on the efficiency and economy inherent in sea-land operations is D. J. Hickey, who heads the Chemagro Corporation's tip-top traffic department. Mr. Hickey is no stranger to SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER readers. His article on Reporting to Top Management (December, 1959) aroused tremendous interest, as did SM-NHS' extensive survey of distribution at Chemagro (February, 1960).

Here is Mr. Hickey's evaluation of land-sea shipping and its meaning to traffic executives everywhere.

Until only recently, the transportation industry had two major objectives. The first was its self-preservation. And the second was to adjust successfully—and with reasonable dispatch—to changing distribution requirements, as they arose.

Then came the big switch! During the last few years, transportation has taken a good look at its aims and decided to up-date its outlook and approach. Result? It has dedicated itself increasingly to the establishment of a transport system beneficial to all.

U.S. transportation at present is becoming more and more aware of the needs and interests of the shipper. It is becoming increasingly cognizant of the importance of coordinating its various forms (land-water-air) to provide smoother, speedier, more economical service. And it is alert to the fact that, every time a coordinated transportation program is launched, transportation's future looks a little brighter.

The growth of containerization stems directly from transportation's new outlook and its determination to meet the Atomic Age needs of Atomic Age shippers with Atomic Age procedures and equipment. By the same token, transportation's spiralling interest in coordinated handling and hauling derives from the same factors.

No segment of transportation has been more excited by the possibilities of coordinated service than the nation's water carriers.

Why? Because trailerships and containerships appear to be the "shot in the arm" domestic water carriers have been searching for so frantically for so long. Coordinated-containerized operations are expected to boost domestic water carrier volume by millions of tons annually.

Fundamentally, trailership or containership activities combine speedy, flexible motor freight with economical steamship service. The outcome? An unbeatable shipping team.

Various names have been applied to this type of land-sea service over the years. Some of the more popular ones: fishyback; trailership operations; roll-on, roll off water shipping; and sea-land transportation. All of these terms, however, all boil down to the movement of a vehicle or a container which can be placed aboard a vessel without transfer of lading.

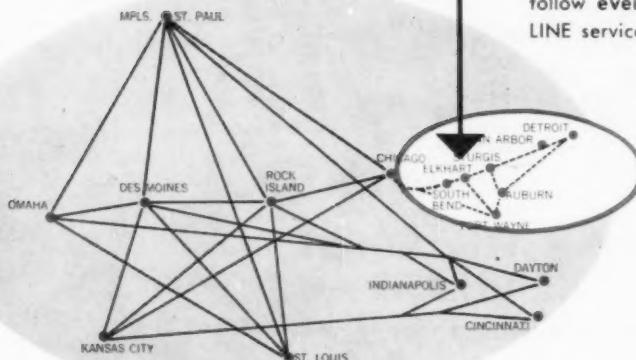
Soaring terminal handling costs in recent years have boosted interest in this kind of operation. Ship operators see it as the only feasible method of expediting loading-unloading, slashing handling costs, and stepping up the tempo with which waterborne consignments are processed. Shippers, for their part, are delighted with the method because it slashes packing expenditures, stymies pilferage, cuts loss and damage.

NEW-

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*Strateline — the fastest, most direct, LTL service has been expanded to new points. With the purchase of Days Transfer, Inc., Elkhart, Indiana, Brady Motorfrate can now provide their finest service to the Days' area of operation. Remember, if you can't follow every shipment, try Brady STRATELINE service . . .



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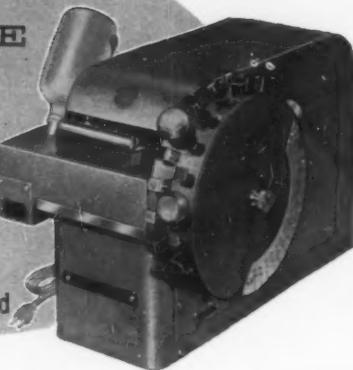
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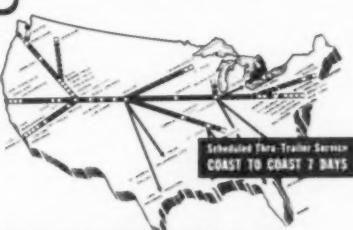
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Although ship owners have invested heavily in equipment tailor-made to fishyback activities, they're sure they'll get their money back—and then some!—in very short order. Reason? Freight handling, which in the past represented a staggering 60-70% of their operating costs, will be sliced drastically.

Under current land-sea procedures, break bulk cargo is loaded aboard a highway trailer. It is then rushed to a port and hoisted aboard an outbound vessel. Upon reaching its destination, freight is unloaded and processed in reverse order, but with the same ease and dispatch.

Thus, by using sea-going trailer vans or specially designed containers for trailer-load traffic, carriers handle cargo at only two points—at the point of origin and at the freight's final destination point.

LTL movements require three handlings. Where? At point of origin; at a key consolidation point; and at a final destination break-out point.

D-O-W-N come handling expenditures. UP goes shipping efficiency.

Closely tied in with the steps being taken by highway and water carriers to streamline sea-land service is what is being done by a growing number of key ports. These cities, looking to the future, are employing engineers to study and reduce to basic terms the shoreside facilities required to accommodate various types of fishyback vessels.

Though sea-land operations may require specially designed piers, such units are fairly simple to construct. They can be open or closed. (If closed, heating problems would be eliminated.) What's more, by doing away with adjacent warehouse areas, piers constructed to handle sea-land consignments do not require heavy construction and expenditures to complete.

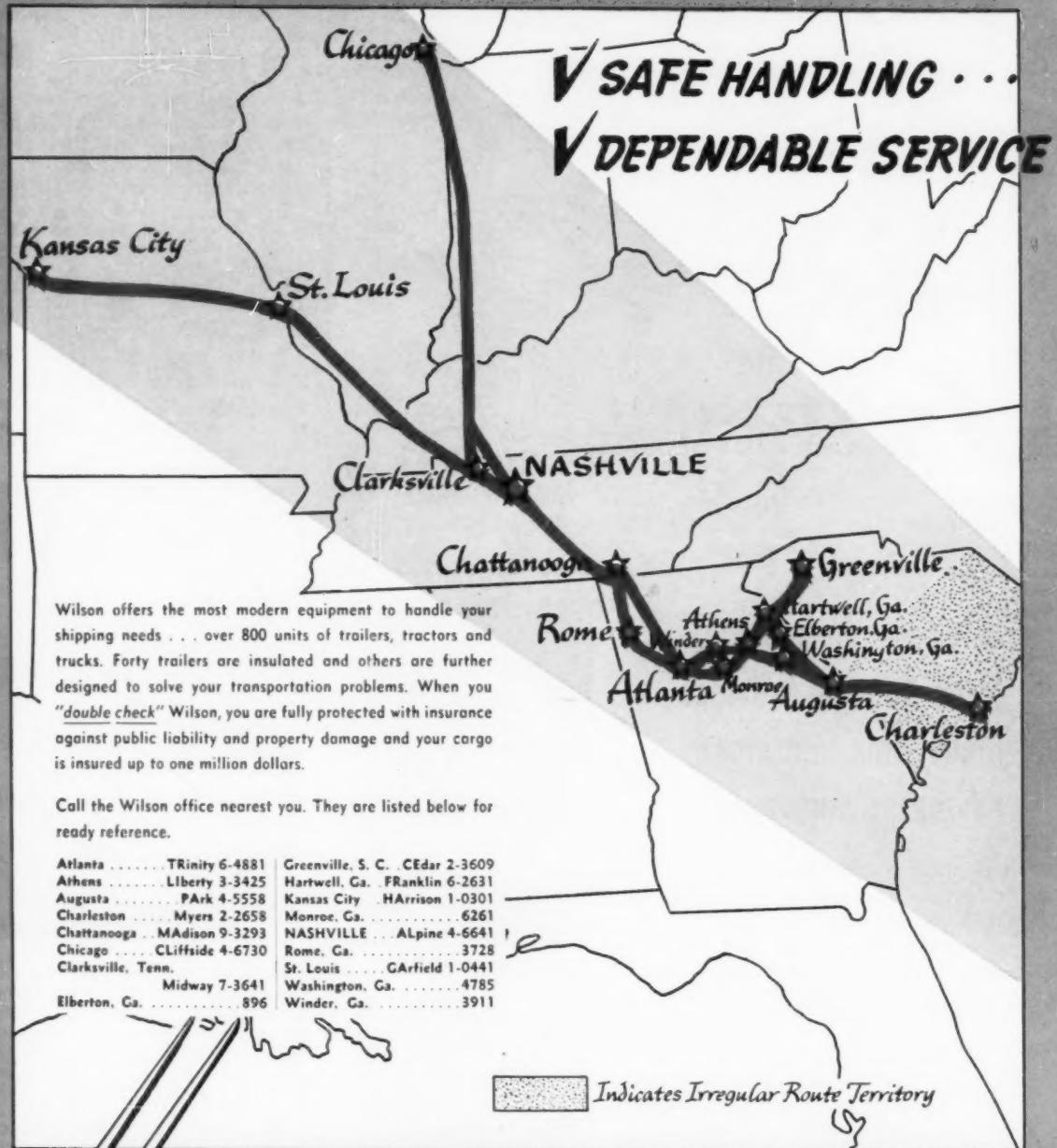
One other tremendously important point: placing these piers outside of congested traffic areas, where most steamship terminals are presently located, can ensure a smooth and easy flow of inbound and outbound traffic.

The outcome of this double-barreled attack by carriers and ports on land-sea shipping costs and bottlenecks? A resounding triumph for modern, efficient transportation.

Benefits accruing to fishyback shippers, include:

- 1) Truly efficient and economical door-to-door service, thus erasing the multiple handling necessary in a break bulk operation.
- 2) Minimized requirements for special packaging.
- 3) Lowered pilferage and damage.
- 4) Fewer delivery and interchange delays.
- 5) Faster dock delivery time.

As a double check ship **WILSON**



GENERAL OFFICE: 176 LAFAYETTE ST., NASHVILLE, TENN.
WILSON TRUCK COMPANY, INC.

... for more smiles of service
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Allied Van Lines says:
**"The Tollway provides
many time and money
saving advantages"**

"Accurate cost and performance records clearly indicate the Illinois Tollway provides its users with many time and money saving advantages—plus—safe, convenient, tension-free driving. Traffic hazards, traffic delays and maintenance expense all are reduced to a minimum."

"Our new terminal was located at Broadview, Ill., after numerous surveys proved the area offered easy access to the system of toll roads and expressways, which helps us complete runs on faster, more dependable schedules even in bad weather."

Send for Free Tollway Truck Folder and Map.

ILLINOIS TOLLWAY

Hinsdale, Ill., Dept. 5H

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54



Richard LaBelle, President



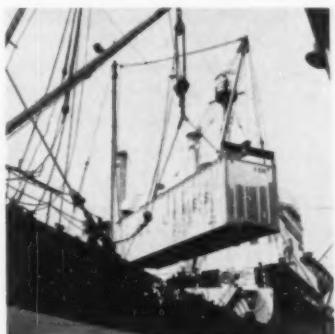
Shipping Management — National Hi-Way Shipper

Carriers, needless to say, will also reap enormous benefits. As more firms take advantage of low cost water transportation—while still retaining door-to-door service—domestic water freight should soar. So should the export-import tonnage hauled by highway carriers allied with sea-land operations.

These, then, are the advantages of fishyback. Now, what are some of the potential risks? Briefly, there are two major potential problems confronting both carriers and shippers engaged in land-sea operations. Neither problem is insurmountable. But either could lead to trouble as sea-land transportation moves into high gear:

- 1) The very scope of sea-land service is so vast that management problems which do not exist today may arise tomorrow.
- 2) Most "new" operations develop initial "bugs." Until solved and eliminated, these difficulties could hamper sea-land efficiency.

Despite these two problems—and, remember, at the moment they are still only potential puzzlers—sea-land service will continue to zoom in popularity. (See June, 1960 article on present and proposed fishyback services.) As a matter of fact, interest in trailership transportation is not confined only to coastwise and inter-coastal service. Considerable interest is being exhibited in wide-scale, international operations.



It is not too difficult to visualize the establishment, in the near future, of world-wide trailership operations, linking port cities around the globe. When that day arises, sea-land service will really begin to realize its full potential.

Yet even today, as it is, fishyback is of tremendous importance to traffic executives—and becoming more so with every new improvement in equipment or procedure. It is providing cost-conscious TMs with fast, frequent, regular, low cost shipping, by welding the best features of over-the-highway hauling and water carriage into a superb, super-efficient transport operation.



OCTOBER, 1960

trailer door protector

Problem: to prevent shifting in transit cargo from damaging highway trailer doors. The Rail-Trailer Company's answer: a rugged folding steel grid, easily placed in position between vehicle doors and cargo. Result: minimized door injury.

Reports the manufacturer: "Our studies show that door damage is a problem plaguing every firm engaged in hauling goods over the highway. *Doorsaver*, we believe, is the answer. By absorbing the brutal punishment of shifting freight, which ordinarily ruins trailer doors, this unit will save up to three times its cost within a year."

The *Doorsaver* folds smoothly and locks firmly against the side of the trailer in which it's being used. In a folded position, the component is only $2\frac{1}{2}$ " thick. After his vehicle is loaded and ready to roll, however, a driver may set up the steel grid in 30 seconds flat!

Manufactured of heavy reinforced steel, the *Doorsaver* is said to adapt to every size opening. It may be used in virtually all trailers, regardless of design.

Rail-Trailer Company, 221 North LaSalle Street, Chicago 1, Illinois.

(Check 91 on Help-O-Gram)

shock indicator

Developed by the Convair Division, General Dynamics Corporation: an advanced shock overload indicator, designed to enable you to determine whether your merchandise is being subjected to excessive jolts and jars while in transit.

Mounted in a box, crate, or container, the device is extremely sensitive to acceleration in one direction in the longitudinal axis and in all transverse directions. If needed, the sensitivity in the longitudinal and transverse directions may be altered. Two units, mounted back-to-back, meanwhile, will provide full spherical sensitivity.

Whenever excessive shock occurs, the indicator notes it immediately. A spring-loaded mass is tripped and bares a red color spot, behind a clear plastic cover.

Indicator dimensions: $1\frac{1}{2}$ " in diameter $\times 1\frac{1}{2}$ " in height. Models are available for practically all desired accelerations.

Convair Instruments, Convair Division, General Dynamics Corporation, 3595 Frontier Street, San Diego 10, California.

(Check 92 on Help-O-Gram)

truck log book

Lease trucks? If you do, remember this! According to the Interstate Commerce Commission, every company—regardless of type—engaged in moving commodities in interstate commerce must have its truck drivers complete daily logs. Concerns leasing vehicles are required to have in their possession copies of these logs, recorded daily by the drivers of the leased vehicles.

To simplify record-keeping, the Trucker's Specialty Printing Company has developed a new daily log, with triplicate sheets. Basically, the book is an enlarged version of the printer's duplicate Guide-On Driver Log, designed for firms owning and operating vehicles.

The triplicate copy *Guide-On Driver Log* has 31 sets of standard ICC form BMC 59. It features a first, second, and third copy of each report in different colors.

Drivers retain original copies for 30 days. Leasors, for their part, hold on to duplicates for a year. And leasees keep their copies for a year.

Said to be the simplest and most effective log of its type, the *Guide-On*

Driver Log incorporates a plastic line-guide, designed to minimize errors in recording; a simplified vehicle condition report (required daily); and a daily duty-time recap on each sheet, for relating a continuous record of eligible hours "tomorrow" before ICC hours of duty time are exceeded.

Trucker's Specialty Printing Company, 510 South 7th Street, Minneapolis 15, Minnesota.

(Check 93 on Help-O-Gram)

truck leveler

Loading dock headaches? Time consuming bottlenecks? Then an improved truck leveler, designed by the Rotary Lift Company, a Division of the Dover Corporation, may be just what you need.

Hydraulically-operated to raise or lower truck beds to loading dock height, the device has been adapted to accommodate new highway trailers with high beds and long rear overhang, as well.

(Check 94 on Help-O-Gram)

United States relief map

Tailor-made to the needs of traffic transportation executives is a tip-top custom relief map of the United States, created by the Conbell Equipment Company.

The map is produced of heavy vinyl plastic, backed with 24-ply white backboard, plastic coated. Bound in stainless steel double hem trim, the $21\frac{1}{2}$ " \times $31\frac{1}{2}$ " map is washable and reusable. It comes in three colors.

Utilized in traffic-transportation opera-

tions, the map is an invaluable visual aid. Its washable surface allows for the application and quick removal—of water soluble paint. Thus, the map is ideal for dealer and distributor pinpointing; keeping tabs on long distance shipments; and a whole host of other assignments.

Hanging? A snap! The map is shipped complete with a wall hanger and ready to use.

Conbell Equipment Company, 55 Commercial Road, Addison, Illinois.

(Check 95 on Help-O-Gram)





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HELP-O-GRAM

October 1, 1960

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SMALL SHIPMENTS GET BIG SERVICE when you turn them over to this leading trucking company. Find out what it can do for you. Check 11.

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95% OF ALL SHIPMENTS—ON TIME! That's the record racked up by this outstanding truck line. Get the facts. Check 24.

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ulation were such men as Commissioners Clyde B. Aitchison; Charles Mahaffie; William Lee; John L. Rogers; Walter Splawn; Haden Alldridge; and J. Monroe Johnson.

The regulatory pattern and philosophies of the early years were reestablished and executed. Most of the great truck lines of today were born or came to full stature during this period. They were not only the end product of the courage, energy, ability, and ingenuity of the men who ran them, but also of a sound regulatory scheme, properly administered.

railroads declare war

For the first time, during this period, the railroads began to feel the real impact of competition from motor freight. And at the end of the Forties, the giant transport powers squared off for the competitive battles that awaited them in the Fifties.

Just about this time, two new factors—totally unexpected—entered the picture. The first was the Korean War; the second, galloping inflation. The former added to the work of the Commission; the latter added to its difficulties in keeping abreast of its mountain of work.

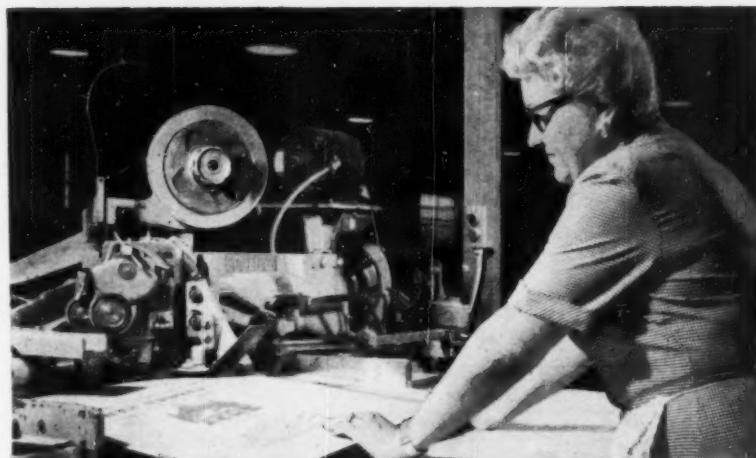
Recruiting of personnel became more rugged. Many of the Commission's able staff people were attracted into private industry. The Commission's budget could not keep step with increased costs. Result? Its dockets became congested.

The past decade, consequently, have been years of great changes and pressures in transport regulation. Outstanding 20-30-year Commissioners disappeared from the scene. They were replaced by younger men. Many of these replacements lacked regulatory experience. Some failed to look upon the Commission as a career.

New approaches were attempted, both in regulatory philosophy and administration. Pressures arose from the stepped up competition within and between the different types of surface transportation.

This was a decade of studies and investigations, stemming principally from these competitive pressures. The railroads—faced with ever-increasing motor freight inroads on their surface transportation domain—began a campaign to regain their former dominant position. "Save the railroads" and freedom "from obsolete regulations"—designed to reestablish railroad supremacy—became the battle cry of rail executives and proponents. Regulatory concepts, including concepts of rate-making, were challenged.

Many shippers, faced with ever increasing transport costs, seized upon



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these attacks as a means of attaining lower freight rates. They, too, joined in the hue and cry.

Motor freight and water carriers fought back doggedly. Their aim: to defend to the hilt the regulatory pattern under which they had been able to take their place in the great balanced transportation system that had evolved in this country—a system described as the world's finest.

Regulation has been seriously affected by these pressures. The Commission, under constant attack, has sought to relieve the pressure on it by giving way, in its decisions, to new ideas of greater freedom in rate-making and so-called "dynamic competition" in transportation. This has been done in spite of the fact that carriers' costs are soaring and more and more freight haulers are encountering financial and other difficulties.

ahead: The Sixties

Now we are moving into the Sixties. And with the advent of the new decade, there is no sign that the competitive war between transport modes is abating. It continues in Congress; in the Executive Branch of Federal government; and in the Commission. Commissioners and carriers alike are spending more and more time in front of Congressional committees, study groups, and similar public forums.

Perhaps this decade will see an end to the detrimental effects of the competitive war of words which has been fought for so long by the various modes of transportation. Maybe, during this decade, carriers and regulatory bodies will again be able to settle down to the task of keeping our transportation system the greatest in the world—each mode being permitted to continue to exercise its inherent advantages in the public interest.

Motor freight carriers and shippers alike are looking forward to that day. So is anyone interested in the benefits of efficient, economical, dependable, up-to-the-minute surface freight transportation.

Motor Freight Answers

(Continued from page 27)

Washington—Public Service Commission, Olympia.

West Virginia—Public Service Commission, Charleston.

Wisconsin—Public Service Commission, Madison.

Wyoming—State Board of Equalization & Public Service Commission, Supreme Court & State Library Building, Cheyenne.

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notes

OF EMINENT PEOPLE

By CURTIS C. STEWART

Come October 16, Waldorf Astoria, New York City, AMERICAN TRUCKING INDUSTRY will open its 27TH ANNUAL CONVENTION AND BUSINESS SESSIONS, 4,000 strong, let any nation attempt to ditto this! . . . **SOLLENBERGER, (LEE)** long time D-C executive now Executive Vice President, TRANSCON LINES, hdq. Los Angeles . . . **RING, (ROBERT)** long time MIDWEST FREIGHT FORWARDING executive elevated to Terminal Manager, hdq. New York . . . **AITKEN, (BILL)** appointed Regional Sales Manager, WATSON BROS. TRANSPORTATION, hdq. Chicago . . . **SEIFERS, (DUFFY)** well-known I. M. L. executive, hdq. Salt Lake City fights the battle of the bulge five days a week . . . The Orange and Coffee Bar, TRUCK INSURANCE EXCHANGE will be well patronized by the conventioners and elegantly hosted by **WENTZEL, (RUSS)** who needs no introduction here or there . . . **BLAZEWICK, (BOB)** appointed Terminal Manager, HOOVER MOTOR EXPRESS, hdq. Milwaukee . . . **DORSEY, (BYRON)** joins sales staff, MERCHANTS CARLOADING CORPORATION, hdq. Chicago . . . **BOURCIER, (ALBERT J.)** joins sales staff, INTERSTATE SYSTEM, hdq. Providence, Rhode Island . . . **JONES, (O. R. "DEACON")** appointed Director of Advertising Public Relations, HENNIS FREIGHT LINES, INC., hdq. Winston Salem . . . **COLLETT, (O. M.)** elected Executive Vice President, P-I-E., hdq. Oakland . . . **SCHUETT, (ARTHUR W.)** joins sales staff, DENVER CHICAGO, hdq. Chicago . . . **KONEFAL, (ADELE)** elevated to position of Traffic Manager, FRANK H. FLEER CORP., hdq. Philadelphia . . . **GILLOGY, (CHARLES O.)** appointed Special Representative, RINGSBY TRUCK LINE, INC., hdq. Washington, D. C. . . **HERTWIG, (WILLIAM E.)** elevated to Traffic Manager, BLUE BELL, INC., hdq. New York, New York . . . **LITZA, (DANIEL F.)** appointed Operations Manager, EA-ZOR EXPRESS, INC., hdq. Chicago . . . **POPE, (ALBERT J.)** appointed Terminal Manager, FREIGHT, INC., hdq. Hammond, Indiana . . . **DAVIS,**

(FOREST L.) elevated to Assistant Southwest Traffic Manager, UNITED STATES GYPSUM CO., hdq. Dallas . . . **ROBY, (FELIX R.)** appointed Director International Freight Sales, CONSOLIDATED FREIGHTWAYS, hdq. New York City . . . **FULLER (BERNARD C.)** elevated to General Traffic Manager, INDUSTRIAL MOLASSES CORP., hdq. Leonia, New Jersey . . . **BOWEN, (WILLIAM F.)** appointed General Sales Manager, J. A. GARVY TRANSPORTATION, INC., hdq. Dorchester, Massachusetts . . . **THOMAS, (MICHAEL)** appointed Assistant Traffic Manager, ROCK ISLAND MOTOR TRANSIT, hdq. Des Moines . . . **ROBY, (FRED M.)** appointed District Sales Manager, ELLIS TRUCKING CO., hdq. Memphis . . . **WARREN, (EDWIN L.)** joins sales staff, HUEBER AND HUEBER MOTOR EXPRESS, hdq. Louisville . . . **WHEELS, (AXEL)** well-known among the nations motor transport industry joins EASTERN EXPRESS, hdq. Terre Haute . . . **ALFRED, (RUSS)** picks up preship, CENTRAL MOTOR FREIGHT ASSOCIATION, hdq. Chicago . . . **HOLT (JIM "JUDO")** fast moving sales executive WILSON TRUCK CO., hdq. Nashville is a Marco Polo type of individual . . . **STEELE, (JOHN N.)** SUPER-SERVICE sales executive recovered within twenty one (21) minutes from that severe attack of septicemia eophippus . . . **HARN (JAY)** appointed District Sales Manager, Brady Motorfrate, hdq. Chicago . . . **SANZENBACGER, (DON)** well-known Toledo advertising executive makes rapid progress in his ambition to become the world's finest beachcomber . . . **VRENTZEL, (GEORGE A.)** named Traffic Manager, INDIANA FARM BUREAU ASSOCIATION, hdq. Louisville . . . **ROZWOOD, (JOHN E.)** appointed District Traffic Manager SANDERSON-HAL-COND WORKS, hdq. Syracuse, New York . . . **WETZEL, (FRANK)** appointed District Sales Manager, WILSON FREIGHT FORWARDING CO., hdq. Cleveland . . . **HUDSON, (O. DENTON)** appointed Transportation Manager, ARMOUR AGRICULTURAL CHEMICAL CO., hdq. Atlanta . . . **PORTER, (HERBERT G.)**

appointed General Sales Manager, BEKINS VAN AND STORAGE CO., hdq. Los Angeles . . . **HAY, (HOWARD M.)** elected Vice President, AFFILIATED WAREHOUSE COMPANIES, INC., hdq. Chicago . . . **CAIN, (DUNCAN L.)** named General Traffic Manager, MOTOR FREIGHT EXPRESS, INC., hdq. York, Pennsylvania . . . **FARMER, (TOM L.)** elected President, TEXAS PACIFIC MOTOR TRANSPORT, hdq. Dallas . . . **CLARK, (ROY T.)** appointed Terminal Manager, PILOT FREIGHT CARRIERS, INC., hdq. Richmond, Virginia . . . **WRIGHT, (J. HAROLD)** named Manager Transportation Development, GENERAL FOODS CORPORATION, hdq. White Plains, New York . . . **ROBINSON, (LAWSON J.)** appointed Vice President-Sales, AKRON CHICAGO TRANSPORTATION COMPANY, hdq. Akron . . . **MARLANE, (H. R.)** joins ALTERMANN TRANSPORT LINES, INC., hdq. Miami . . . **BEHRENS, (DON)** joins Traffic Department, ALDENS, INC., hdq. Chicago . . . **MALONE, (PATRICK J.)** assumes duties District Sales Manager, MIDWEST FREIGHT FORWARDING, INC., hdq. Chicago . . . **SAYWARD, (PARKMAN "PAT")** CONSOLIDATED FREIGHTWAYS, Vice President journeys to East Coast . . . **BULL, (ROBERT E.)** elevated to Operations Manager, GARRETT FREIGHT LINES, hdq. Pocatello . . . **PEPMAYER, (WILLIAM)** joins sales staff, INTERSTATE SYSTEM, hdq. Pittsburgh . . . **BALL, (FRED S.)** elevated to District Sales Manager, INTERSTATE MOTOR LINES, hdq. San Francisco . . . **DIAZ, (JOE L.)** joins sales staff, STRICKLAND TRANSPORTATION, INC., hdq. Chicago . . . A tour of EASTERN EXPRESS executive offices, Terre Haute, Indiana is additional proof of the extreme confidence the carriers in their industry have in this nation. None of Nik's crowd could attempt to come close!!!! . . . We salute THE AMERICAN TRUCKING INDUSTRY with a second salute to WELBY FRANTZ, A. T. A's fast moving President and with a particular salute to the carriers represented in this publication and the nation's shippers and industrial executives.

AS WE GO TO PRESS . . .

Announced recently by the growing North American Car Corporation: a million dollar expansion and development program for its Sag Junction Terminal. Location of the facility: southwest of Chicago, at the junction of the Sag and Sanitary Ship Canals.

According to J. J. Connors, general manager of North American's Terminal Services Division, the project is based "on the Corporation's firm belief in the continuing growth of Chicago as the major distribution center for mid-America."

Development of the terminal is already underway. A major step was taken, a short time ago, with the purchase of an 80-acre tract of land adjoining the unit. The acquisition pushes North American's land holdings on the site to 300-acres.

Actually, the corporation took over the Sag Junction terminal at the beginning of '59. It has been blueprint-

ing the facility's improvement and development ever since.

Key elements in North America's plans for the center, include: increasing storage capacity to 15 million gallons, through the construction of 10 new 630,000-gallon tanks; building a new 600-foot concrete dock; and installing pipelines and manifold systems, designed to permit the multiple loading or unloading of barges, tank cars, and trucks.

Other important facets: the construction of new boiler and steam lines, plus a 1,680-feet-deep well, capable of delivering 550-gallons of water per minute.

Strategically located, the terminal is served by the main line of the Gulf Mobile & Ohio Railroad and major highway arteries. It is also connected to the Great Lakes-St. Lawrence Seaway system.

"It is our plan," Mr. Connors explains, "to make this terminal the focal point for an industrial development in the area. Why? Because it is ideally suited to meet the present and future demands of industrial logistics."

Concludes the general manager: "At this terminal, we are able to provide companies with a complete distribution facility, in the mid-America market, without one cent of capital investment on their part."

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62

Aerovias Sud Americana has shifted its GHQ from St. Petersburg-Clearwater (Fla.) International Airport to Miami.

The only scheduled all-cargo U.S. flag carrier air-lifting sky freight to and from key points in Latin America, ASA operates a fleet of seven cargoplanes. Most of the shipments it handles consist of livestock and heavy machinery.

Until only recently, reports ASA board chairman Francis C. Buchanan, the airline flew up to 60% of its Latin American flights to Guatemala. Then, on July 29th, the government of Guatemala suddenly revoked its landing permit, in a move aimed at eliminating competition with Aviateca, Guatemala's national airline.

Result? Explains Mr. Buchanan: "ASA will now have to find enough new business to offset the loss of its Guatemalan runs. By shifting to Miami, we will be closer to the new routes we are determined to develop in order to move us into high gear again."

Shipping Management — National Hi-Way Shipper

Delta Airlines and Eastern Airlines will fight any move to merge Capital Airlines with United Airlines unless the CAB first takes away some of Capital's routes.

Industry spent more than \$41.9 billion on freight transportation last year—and motor freight carriers walked off with the lion's share of that total. So says the Transportation Association of America, which recently completed an extensive analysis of transport trends in '59.

According to the TAA, highway carriers hauled an eye-opening 64% of all goods transported in the U.S. last year. The nation's railroads accounted for 23%; water carriers for 6%; and other transport methods for 7%.

SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER has just learned from a reliable source that Soviet Russia's crack Ilyushin-18 has been grounded "for an indefinite period." Highly regarded as a cargo-passenger plane, the Il-18 is a turboprop; hauls passengers and substantial quantities of freight at over 400 mph; and can travel more than 3,100 miles without refueling. Reported reason for the grounding of Aeroflot's "show" aircraft: a series of crashes, climaxed by the recent explosion of an Il-18, operating between Moscow and Cairo, over Kiev.

No wonder the trucking industry racks up a tip-top highway safety record, year after year! It spends—and spends heavily—to achieve it.

For example, Ray G. Atherton, American Trucking Associations' General Manager points out, 3,100 large interstate trucking outfits spent more than \$236 million on safety and insurance. Additional millions were spent on mechanical improvements designed to lift the safety of highway equipment.

Declares Mr. Atherton: "These efforts on the part of the trucking industry have paid off. As a result of the industry's concentrated drive during the past 12 years, there were 1,100,000 fewer truck involvements in accidents during '59 than would have been the case had there been no improvement in motor freight's safety record."

What does all this add up to for highway shippers? It means that your goods are moving far more safely than ever before; that loss and damage have been hacked sharply; and that customer complaints about injured products have been reduced to a minimum, when those products travel via truck.

The ABCs of shipping containers will be analyzed and discussed at next week's meeting of top West Coast packaging experts. Slated for Los Angeles, on October 6th, the session will be the first of a series of Far Western regional meetings sponsored by the Packaging Institute. Topics to be discussed in LA: corrugated and solid fibreboard containers; effective

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INDUSTRIAL TRAFFIC MAN with excellent background available. Ambitious family man, 35, with over 10 years' experience, presently employed in traffic analytical work resulting in thousands of transportation dollars saved per month. Willing to relocate and travel. Complete resume available. All inquiries kept confidential. Box 469, SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER, 425 Fourth Ave., New York 16, N. Y.

INDEX TO ADVERTISERS

Associated Truck Lines, Inc.	57
B & P Motor Express Inc.	27
Brady Motorfrate	51
British Overseas Airways Corp.	35
Calumet Steel Castings Corp.	60
Central Motor Lines, Inc.	42-43
Central National Bank in Chicago	60
Commercial Leasing	44
Consolidated Freightways	6
Cooper-Jarrett Inc.	23
Cushman Motor Delivery Co.	56
Delta Air Lines	12
Denver Chicago Trucking Co., Inc.	2-3
Dunes Hotel & Casino	60
Eastern Express, Inc.	2nd Cover, 3rd Cover
East Texas Motor Freight	46
Fruehauf Trailer Co.	49
Glue-Fast Equipment Co.	62
Gordons Transports Inc.	1
Hancock Trucking, Inc.	58
Hansen Mfg. Co., A. L.	63
Hennis Freight Lines, Inc.	45
Hoover Motor Express, Inc.	40
Ideal Stencil Machine Co.	52
Illinois Tollway	54
Independent Truckers, Inc.	44
International Harvester Co.	21
Interstate Dispatch, Inc.	56
Interstate Motor Lines, Inc.	52, 3rd Cover
Johnson Freight Lines, Inc.	54
LaSalle Extension University	24
Lifschultz Fast Freight	63
Mid-States Steel & Wire Co.	59
Navajo Freight Lines, Inc.	16
North American Car Corp.	13
Pilot Freight Carriers, Inc.	19
Rathborne, Hair & Ridgeway Box Co.	26
Ringsby Truck Lines, Inc.	20
Ryder Truck Lines, Inc.	38-39
Sabena Belgian World Airlines	25
Spector Freight System, Inc.	32-33
Strickland	37
Super Service Motor Freight Co.	24
T.I.M.E., Inc.	5
Trailmobile, Inc.	8-9
Truck Insurance Exchange	41
Victorville-Barstow Truck Lines	44
Watson Bros. Transportation Co., Inc.	Back Cover
Wilson Truck Co., Inc.	53
Wirebound Box Manufacturers Assn.	2

The Advertiser Index is not part of the advertising contract and is published only as reader convenience. This listing is a last-minute procedure, and we cannot assume responsibility for errors or omission.

partitioning; cushioning; and "interpretations of Rule 41."

Double-bottoms have proven themselves again—this time on the Ohio Turnpike! As a matter of fact, the vehicles have done so well—especially from a safety viewpoint—that the Turnpike has extended its test period for double-bottom operations through October 18th . . . Just 10 years ago, one out of every 20 heavy-duty trucks was diesel powered. Today's figure: one out of four. Impact on motor freight transportation: improved service.

The National Wooden Pallet Manufacturers Association's Fourth Annual Manufacturing and Promotion Clinic has been set for November 14th-15th. Place: the U.S. Forest Products Laboratory, Madison, Wisconsin. Covered will be such topics as merchandising wooden pallets; the need for pallet research; and the use of plywood in pallets and pallet containers.

Southern motor freight carriers have approved a proposal to boost the minimum charge per shipment on freight moving between the Eastern and Southern territories. They have also gone on record as favoring a plan which would place a surcharge of 50¢ per shipment on all traffic traveling between the Southern territory and points in Illinois; Indiana; Iowa; and Missouri.

Last week's meeting of the American Association of Port Authorities in Montreal was a humdinger! The 49th Annual Convention of the Association ranged over a wide variety of areas of prime interest to traffic-transportation executives. Highlights: a detailed evaluation of containerships and their operation; an analysis of the St. Lawrence Seaway today; and a discussion covering the effective and safe utilization of nuclear ships.

Available from the Operations Council, American Trucking Associations: a digest of the proceedings of the 12th Annual Convention of the Council. Price: \$3.50 per copy, with additional copies going for \$2. Address of the Council: 1424 Sixteenth Street NW, Washington, D.C. . . . Chicago-New York motor freight haulers have hacked LTL class rates on goods inbound or outbound for overseas points. Under their program, the first class rate on foreign traffic under 5,000 pounds, is \$3.85; the domestic rate, \$4.60.

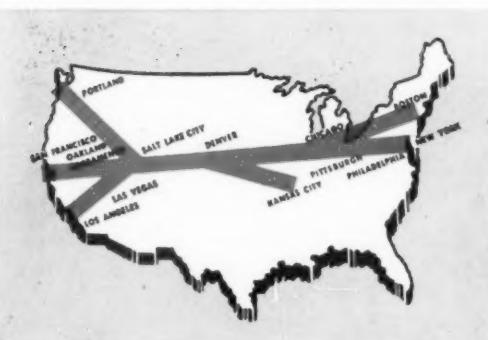
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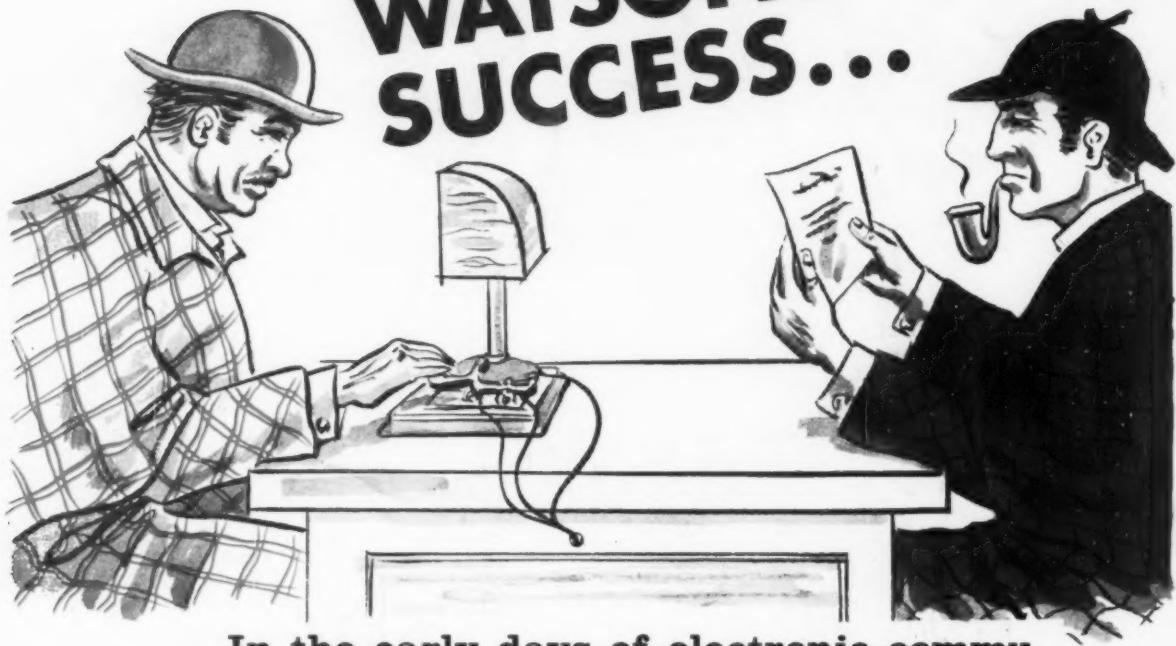
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Today, Watson's vast teletype network keeps exact tab on hundreds of trucks...pin-points your shipment at any time.

A graphic illustration featuring a memo on the left and a company logo on the right. The memo is shaped like a book and contains the following text:

MEMO
Measure time
by a clock
not a
Calendar!
SHIP VIA
WATSON BROS.

The company logo is enclosed in a stylized arrow shape and includes the text:

Watson Bros
transportation Co. inc.
GENERAL OFFICES
OMAHA, NEBRASKA

